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PRICE
POVERTY REDUCTION BY INCREASING
THE COMPETITIVENESS OF ENTERPRISES

POVERTY REDUCTION BY INCREASING THE COMPETITIVENESS OF ENTERPRISES BANGLADESH

QUARTERLY REPORT APRIL- JUNE 2012

POVERTY REDUCTION BY INCREASING THE COMPETITIVENESS OF ENTERPRISES (PRICE)

QUARTERLY REPORT APRIL – JUNE 2012

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LIST OF ACRONYMS

BARI	Bangladesh Agricultural Research Institute	M	Million
BBMS	Bamunjee Beel Motsyajibi Shomoty	M&E	Monitoring and Evaluation
BCOA	Bangladesh Cage Culture Owners Association	MTT	Modified Traditional Technology
BFFEA	Bangladesh Frozen Foods Exporters Association	NFMC	Nazirertek Fish Dryers Multipurpose Cooperative Society
BSIL	Bengal Shoe Industry Limited	NGO	Non-Governmental Organization
COC	Codes of Conduct	NMS	Nokla Motsyjibi Somity
COEL	Center for Excellence in Leather		
CST	Closed System Pond Technology	PCR	Polymerase Chain Reaction
		PL	Post Larvae
		PMP	Project Management Plan
FB	Filanto Bangladesh Footwear Ltd.		
FtF	Feed the Future	RDA	Rural Development Academy
FY	Fiscal Year	RRF	Rural Reconstruction Foundation
GFL	Gazi Fish Limited		
GHERS	Greater Harvest and Economic Return from Shrimp	SC	Supply Chain
GIP	Goods in Process	SDC	Society Development Committee
GKSSE	Grameen Krishak Sohayak Sangstha Enterprise	SME	Small and Medium Enterprise
GoB	Government of Bangladesh	SOP	Standard Operating Procedures
GUKED	Gram Unnayan Karma Enterprise Development	SSOP	Sanitation Standard Operating Procedure
		TBMP	Traditional Best Management Practices
HACCP	Hazard Analysis Critical Control Point	TFFS	Trishal Fish Farmer's Business Somity
IPM	Integrated Pest Management		
ITC	International Trade Center	USAID	United States Agency for International Development
KMFMCS	Kansat Mango Farmers Multipurpose Cooperative Society Ltd	USD	United States Dollar
		VAP	Value-Added Product
		VC	Value Chain
LFMEAB	Leather Goods and Footwear Manufacturers and Exporters Association of Bangladesh	WFC	World Fish Center
LTSE	Leather Technologist SME Entrepreneurs		

In the third quarter of FY 2012, PRICE-supported partner enterprises, SMEs, and associations increased their sales by \$27 M and generated investments of \$1.2 M across the three sectors. These partners generated 8,314 new jobs, of which 847 were secured by women. In addition, PRICE facilitated trainings for 10,900 farmers and SMEs on improved technology and approximately 9,825 farmers on improved management techniques. Additionally, 1,805 received capacity development training through PRICE's workforce development interventions across the three sectors.

This quarter, **horticulture** continued activities with its partners on three major crops – potato, eggplant, and mangoes. Trainings included safe vegetable production, quality inputs, compost, pest management, post-harvest handling, and source and market linkages. PRICE facilitated several trainings on modern farming potato cultivation, commercially safe vegetable production and marketing, improved technology on eggplant cultivation through contact farming, improved mango orchard management, and promoted contract farming systems to help farmers increase their production quality and receive higher market prices. With assistance from PRICE, our horticulture partners increased their sales by approximately \$6.3 M and more than 1,211 new jobs were created in the sector and, total investment increased by \$30,000. In total, 4,198 farmers were trained on improved technology and 140 received workforce development training.

The **aquaculture** sector continued its activities in the fish and shrimp subsectors. PRICE supported its partners in the commercial production of new species, high density commercial farming, promoting raising quality brood and improving brood bank management among hatchery owners, supported laboratories in testing Post-Larvae (PL), and promoted the use of screened PL shrimp among farmers through the Greater Harvest and Economic Return from Shrimp (GHERS) initiative. Through these interventions PRICE partners added more than \$11 M in additional sales, created 6,243 new jobs, and contributed over \$1 M in new investments. Moreover, 6,650 fish and shrimp farmers have been trained on improved farming technology and 650 workers received workforce trainings

In the **leather products** sector, PRICE continued its activities in workforce development, access to finance for the SMEs and developing market linkages through buyer-seller meets. This quarter, PRICE's partners increased their sales by \$9.5 M, of which 99.8 percent was derived from exports. A total of 860 new jobs were created in the sector and partners investment increased by \$150,000. During this quarter, 52 people were trained on improved technology from 52 firms. Among them, 34 received management training. Also 1,015 workers were trained as part of the workforce development program.

SECTION I

HORTICULTURE



April heralds the summer season in Bangladesh. During this period, high temperature affects both farmers and crops. Long dry spells compelled many farmers to delay sowing or planting their vegetables, which affected the overall supply, reflected in market prices. This year, total potato production was about 7.0 - 7.5 M tons, which is 0.8-1.0 M tons less than previous year's production, resulting in higher prices for farmers. The main harvesting period for eggplant has ended, but farmers from many areas were waiting for rain in order to plant the next crops. In other areas, where farmers planted eggplant slightly early, the plants did not grow well and flowering was delayed. Mango production was also poorer than the previous year, which resulted in a premium price for farmers.

This quarter, PRICE supported thousands of farmers through its partner enterprises and associations with several activities such as: training on harvesting and post-harvest handling of mango; developing market linkages; introducing summer tomato and summer flat beans among a selected group of southern farmers for commercial farming; providing assistance to farmers via training, organizing of inputs; credit for summer crops; and technical advice to maximize benefits from existing standing crops; promoting compost and safe vegetables; and, organizing farmer field schools for summer eggplant and bitter gourd farmers.

PRICE has already re-oriented its focus from the north to the southern part of Bangladesh, working with several enterprises, associations, and NGOs to strengthen the value chains of potato, eggplant, mango, and other high value horticultural crops (e.g. summer tomato and summer beans), as well as inputs (seeds and compost). PRICE's efforts aim to improve the economic conditions and livelihoods of thousands of poor producers and other actors across the value chain.

Most of the potatoes grown during winter have been retained in cold storage, while a portion of the produce is kept in farmers' houses to feed the local markets, resulting in a hefty return for producers. During this period, potato's wholesale price jumped from 9.15 - 15.24 per quintal and continues to increase. In June, the wholesale price of one quintal of potato reached \$18.29.

PRICE beneficiary farmers received better prices for their produce as it had a higher quality, due to the training they received on harvesting and post-harvest handling. Also, seed potato farmers and enterprises have segregated different categories of seeds in cold storage to prevent contamination, thereby ensuring better quality for next year's crop. During this period, PRICE organized two week long residential training programs for lab technicians, field supervisors, and management personnel of tissue culture-based seed potato enterprises to strengthen the capacity of their enterprises.

A1. Potato Seed

A1.1. Capacity Building of Seed Enterprises

PRICE continued to strengthen the capacity of local entities engaged in seed potato production by creating a critical mass of specialists and technicians in the country who can serve as the technical force behind the tissue culture-based, disease-free seed potato industry of Bangladesh.

In May, 2012, two training courses were held for the management personnel and laboratory technicians of seed potato producing organizations and field supervisors. PRICE supported Rural Development Academy (RDA) in Bogra to organize a week long residential training course for 20 field supervisors from different tissue culture seed potato companies. The main highlights of the course were tissue culture based seed potato production technology, basic agronomic practices, diseases and pests, pre- and post-harvest handling issues, types and classes of seed potatoes, quality control and certification, cost of production, and economic return.

The 10-day second course included 20 management personnel and tissue culture laboratory technicians. In the training course, participants received extensive hands-on training on the use of laboratory equipment and glassware, cleaning, sterilization, safety, maintenance and sanitation, preparation of media, meristem culture technique, problems associated with proper growth, use of the right chemicals, light intensity and duration, growth monitoring, working in the laminar air flow bench, transfer of plantlets, hardening, transfer to main field, and net house structure. The practical sessions of the training were conducted in RDA's well-equipped tissue culture laboratory.

B. EGGPLANT

Eggplant is an important winter vegetable. It gives regular cash flow to the small farmers for at least three to five months, and has a great market demand as a fresh product. During mid-March to early April, winter eggplant had its peak harvest; however, from mid-April onwards, production started to decline and market prices started to increase. The wholesale price of eggplant was approximately \$15.85 per quintal, which reached \$18.90 in June. However, the farm gate price received by PRICE's beneficiary farmers was much higher than the wholesale price, i.e. \$21.95 – \$26.82 due to the higher quality of eggplant produced by the farmers.



PRICE contract eggplant farmers in Jessore prepare to sell the eggplant after harvesting from the field

PRICE supported its partner enterprises in organizing trainings on harvesting and post-harvest handling and marketing good quality eggplant for a higher price. In addition, trainings were provided to summer eggplant farmers on various production techniques ranging from seedling raising to marketing, including improving the quality of crops to meet high market standards, lowering the cost of production, and protecting the environment and public health. Several farmer field schools were also organized to help farmers solve their production problems independently.

B1. Supporting Eggplant Farmers to Adopt Better Technology to Increase Yields

During this quarter, PRICE began working with new partner organizations in two Feed the Future (FtF) districts - Magura and Faridpur. Even though both districts have good potential for growing horticultural crops, farmers are not well informed about new production technologies. Additionally, continuous farming of one crop is increasing disease pressure and declining soil fertility which is diminishing productivity.

To address the problems eggplant farmers face, PRICE supported Polly Prokrity, a local NGO of Magura, to organize several two-day training sessions on improved technology for eggplant cultivation in April, 2012. Polly Prokrity organized 150 male and female eggplant farmers in different groups from Malonda, Aukkurpara, and Chandanrotap villages of the Sadar Ipazila in the Magura district in order to conduct several training sessions. The trainings focused on field preparation, especially shallow plough techniques, use of compost and balanced doses of fertilizers, application of boron and phosphate with other micronutrients at the pre-flowering stage to enhance flower initiation, minimizing flower dropping, and improving fruit quality. Also, they received practical trainings on seed bed preparation, focusing on soil sterilization and pathogen control, transplantation, irrigation management and its scheduling, insect and disease management, including integrated pest management (IPM) on eggplant. Hands-on training on pheromone traps for controlling fruit and shoot borer were also provided.

Society Development Committee, a new partner organization, organized 14 one-day training programs for a total of 420 male and female eggplant farmers of Jatrabary, North Jatrabary,

B. EGGPLANT

Darikrisnapur, Purbokandi, Chardarikrisnapur, Nejgram, Shailduby, Purbokandy, Chardarikrisnapur, and Matshaiduby villages of the Sadarpur Upazila in the Faridpur district during May-June, 2012 on production and post-production technology of eggplant. Similarly, farmers learned techniques of seed bed preparation and hardening of seedlings before transplantation, use of balanced doses of fertilizer and compost, pest control (especially brinjal shoot and fruit borer), market demand and product quality, post-harvest handling, etc. After the training, field staff provided regular technical support to the organization on pest identification and pesticides for proper control, and market price determination.

PRICE also facilitated eggplant farmer training through its other partner organizations: Jagoroni Agro Enterprise, Rural Reconstruction Foundation, Dipti Agro Enterprise, Biotech, and Shushilon in the south. Below is a brief summary of the trainings held during this quarter:

Table: Eggplant farmers' training during April-June 2012

Organization	Number of Total Eggplant Farmers	Areas	Number of Trainings
Jagoroni Agro Enterprise of Jessore	90	Moheshpur, Kotchandpur, Subderpur of Kotchandpur Upazilla	3
Rural Reconstruction Foundation	910	Khujura of Jessore Sadar	30
Shushilon	150	Keshobpur area of Jessore	5
Dipti Agro Enterprise	300	Jhikorgacha and Monirampur area of Jessore	10

All training sessions that focused on eggplant production highlighted major problems regarding low yield and its underlying causes, specifically disease and insect infestation, inadequate plant growth, poor fruiting and quality. A lesson plan was developed based on a farmers need assessment and expectations. Based on an evaluation of the training courses, the overall knowledge of the farmers was observed to have grown from 20 to 85 percent and the farmers' expectations were fulfilled. The trainings were followed by provision of technical support during the growing period. All the enterprises supported farmers in obtaining access to inputs and developing credit and market linkages. In particular, building a linkage with local wholesale agents has helped farmers demand better prices.

B2. Supporting Farmers' Field School

Farmer field school is a learning method which focuses on integrated crop management throughout the full growing season starting from sowing to harvesting. Historically, this is a season-long training school. The training lasts for 90-120 days, and is established in a specific

B. EGGPLANT

area where a particular crop is grown. A group of farmers manage the training, under the guidance of experts. Considering the high cost and daily involvement of farmers for a long-lasting traditional farmer field schools, PRICE has developed a modified approach of a field school, which is cost-effective and does not require season-long involvement. In the modified



Farmers are visiting eggplant fields in Jessore while taking part in PRICE facilitated farmer field school

approach, farmers' field schools are conducted repeatedly with the same group of farmers in a specific field during five to six critical periods of crop growth.

During this quarter, Polli-Prokrity organized three farmer field schools at the Sekhpara, Malondha, and Batiakhali villages, which involved 90 farmers. Proshikhito Jubo Kallyan Agro Enterprise also organized four sessions of farmers' field school for 600 male and female eggplant farmers in 20 groups in Lebutola and Isali of Jessore sadar.

In the field schools, farmers observed seed bed preparation, seedling raising, transplantation, plant nutrition, application of fertilizers and compost, irrigation and soil moisture content measurement, identification and control of insects and pests, harvesting and post-harvest handling.

Summer (May-July) is the high season for mangoes in Bangladesh. Mango is also the main cash crop in the Rajshahi and Chapainwabganj districts in the north and the Meherpur and Chuadanga districts in the south.

This year, the overall mango production in the country was estimated to be 20 percent less than the previous year, which affected mango prices in the market. *Himsagar*, one of the early varieties, hit the market during May with a price of \$97.56 per quintal and the variety *Langra* fetched \$85.37 per quintal.

PRICE has been supporting mango farmers in the south and north through various trainings on orchard management and safe and appropriate post-harvest handling methods. As a result, these farmers saw better production compared to other mango farmers.

C1. Training for Mango Farmers

During this reporting period, PRICE continued to support the organization of trainings for mango farmers of Kansat Mango Farmers Multipurpose Cooperative Society Ltd. and Adarsha Foundation Agro Enterprise.

Kansat Mango Farmers Multipurpose Cooperative Society, Ltd. organized nine trainings for 363 member farmers from Dadanchar, Itallitalla, Kritim, Gopalnagar, and Kansat villages in the Shibganj Upazila of Nawabgonj. Chesta Agro Enterprise of Kotechandpur, Jhenaidah organized trainings for 990 mango farmers of Mohonpur, Raichandrapur, Fulbari, and Solemanpur.

Adarsha Foundation Agro Enterprise of Chudanga organized trainings for 540 mango farmers of Hauli, Modna, and Nosuputa in the Damurhuda upazilla, Uthuli in the Jobonnagar upazilla, and Begumpur in the Chuadanga sadar.

The trainings covered mango orchard floor maintenance, drainage, use of right type of fungicides and pesticides for fruiting plants, use of a harvester, washing and cleaning, hot and cold water treatment after harvest, avoiding use of ripening agents especially carbide, sorting, grading by sizes, and the use of crates for packing and long distance transportation.

In addition, trainings were conducted in places close to mango orchards. Farmers were taken to the orchards to illustrate existing problems and potential solutions to help them learn from practical experience. They were also given practical demonstrations of a mango harvester with a cutting knife, harvesting mango with stalks and de-sapping.

C2. Technical Assistance in Staggered Mango Harvesting Marketing

The use of harmful chemicals, like carbide, as an artificial ripening agent has been adopted by some traders to make quick money. The timely and staggered harvesting of mango on the basis of a harvesting index minimizes the use of carbide, and farmers can get a better price if they harvest their crop at different times, based on market demand and maturity. Mature mango has a better appearance and has golden or yellowish tinge at the neck which attracts customers and demands a higher price.

PRICE, in collaboration with Kansat Mango Farmers Association, Bonolota Mango Producers Cooperative Society Limited, and Chesta Agro Enterprise, provided training to farmers on staggered harvesting. Field technical experts conducted practical demonstrations during group meetings and organized a motivational campaign to help farmers harvest at least three to four times during the season, rather than harvesting immature mango along with mature mango.

This effort had good results. A number of farmers harvested mango in three or four batches by following the proper maturity index, i.e., size, color/ripening condition, and physical attractiveness. On average, farmers earned 5 - 10 Tk. (\$1 =82 Tk.) more than the usual market price from each kilogram of good quality mango. Since the mangoes were already ripe, the traders did not need to use carbide. In the process, about 50 percent of the mangos were harvested in the first harvest, followed by 30 percent after 10 days of the first harvest, and the final harvest was done after the next 10 day interval. However, in some cases the interval and harvest quantity varied based on market demand and price. If adopted fully, this approach will minimize the use of harmful ripening agents in mango.



Kansat Mango Farmers Multipurpose Cooperative Society Ltd's beneficiary mango farmer at Kansat

PRICE technical personnel worked with the association members and enterprises to conduct several meetings in Kotchandpur, Kansat, and Nawabganj. A total of 21 group meetings were conducted involving 525 farmers. In Gopalganj, Poladanga, Chojala, Monpacha, Durlabpur, Pithalitala of Kansat areas in the Chapainawabganj district, farmers were advised on the mango harvesting process, staggered harvesting, post-harvest handling like grading, sorting and packaging, and marketing.

C3. Training for Mango Wholesalers on Post-Harvest Handling



Mango packaging at Kansat

PRICE assisted Kansat Mango Farmers Multipurpose Cooperative Society Ltd. in organizing training for 200 mango wholesalers in Kansat's mango market on proper handling, grading, packaging, and transportation. Kansat's mango market is one of largest mango wholesale points in Bangladesh.

Through the training, wholesalers learned about the proper handling of mangoes, which was important to prevent any damage while weighing and handling. Wholesalers were also trained on proper grading and the use of more plastic crates (instead of bamboo baskets) for

transporting mangoes. The reduced use of bamboo baskets in the future will help decrease post-harvest losses. In general, at least one kilogram of mango per a 20-25 kg basket would be saved from spoilage. The economic value of using crates would be enormous. Usually, one truck carries about 400-500 crates and 500 kg mango could be saved in one trip, increasing the final value by \$305 - \$427.

Bonolota Mango Producers' Cooperative Society Limited has started using wooden boxes instead of bamboo baskets for transporting mango. This year, the association started selling mango to its clients in Dhaka by using wooden boxes through courier services. This innovative marketing approach reduced post-harvest losses to zero and consumers could order garden fresh ripe mango within a day. The association has already successfully marketed 1,240 kg of mangoes with zero loss.

C4. Opening an Outlet to Promote Carbide-Free Garden Fresh Mango

Adarsha Foundation Agro Enterprise organized a fresh mango sale and display stand at Darshana central point in Chuadanga. The stand created strong enthusiasm among local consumers as well as mango farmers. Consumers had the opportunity to get garden fresh, carbide-free mango at a reasonable price, i.e. 60 Tk. (\$1 = 82 Tk.) per kg while the market price was much higher. Since there was no intermediary involved in the marketing channel, the enterprise and farmers both received better prices.

Finally, the Director of Agriculture of Jessore inaugurated the stand while local elites and several local officials, consumers, and mango traders attended the inauguration ceremony. Also, as a part of the awareness initiative, consumers were shown the difference between artificially ripened mango and garden fresh ripe mango to help them identify good quality mangoes. Traders were requested to not use such chemicals, but obtain ripe mangoes directly from the garden once the mangoes are mature and ripe instead.

D1. Vegetable

D1.1. Vegetable Production in the Dykes of the South

PRICE continued supporting several thousand resource poor farmers in Khulna and Bagerhat through its two partner enterprises - Renaissance and EFADF Agro Business.

During the reporting period, Renaissance, located at Chitolmari of Bagerhat, provided technical support to its farmers by organizing 58 group meetings, which involved 810 male and female vegetable farmers. During the first part of the quarter, farmers could not start preparation of land since the cultivation in the dyke was mainly rain-fed and a long dry spell hindered their operation. In the group meetings, technical discussions were held on dyke preparation, selection of good and modern varieties of bitter melon, cucumber and eggplant in the dyke, importance of using better variety of seeds, use of composts rather than chemical fertilizers, biological control measure of pest management, planting techniques, particularly, intercropping, relay cropping and multi-strata cropping system, and cultivating two to three different vegetables – bitter-melon, cucumber and bottle-melon in the small strip of dykes.

Renaissance also noted input requirements and financial credit for cultivating crops in the dyke and organized a supply of seeds, fertilizer, pesticides, and credit for farmers. The enterprise supplied chemical fertilizer to 1,350 vegetable farmers, good quality vegetable seeds of reputed companies (mainly Lalteer and Syngenta) to 950 vegetable farmers, and pesticides to 998 vegetable farmers. Renaissance also provided hands-on training to 540 vegetable farmers on seed-bed preparation and compost for use in dykes. Most of the farmers raised their seedlings in the seedbed and started planting at the end of June.

During this quarter, EFADF Agro Business organized farmer trainings on production and post-harvest handling of safe vegetables for 900 male and female farmers in 30 batches in Lockpur, Ballavpur, Betaga, and Sambagat in Khulna. Trainings on planting, spraying, harvesting, and post-harvest handling for 180 field workers were also held. The enterprise ensured the supply of high quality summer vegetable seeds from Lalteer Seed Company and ACI to 873 contracted farmers, worth \$1616. EFADF also supported farmers in land preparation for cultivating summer vegetables and supplied 7,635 kg of compost to 389 farmers for vegetable production. EFADF farmers have seen an increase in production of 12.5 percent over the last season and reduced the use of chemical pesticide by about 75 percent. This quarter, total revenue earned was \$157,593 through selling 790,374 kg of vegetables.

D1.2. Introduction of High Value Vegetable, Summer Tomato, in the South

Summer tomato is a highly profitable but risky crop because it is prone to disease infestation and rain. PRICE worked with PRIDE Agro Enterprise to encourage current smallholders to take the risk of growing tomatoes. Farmers planted summer tomato of BARI-4 and BARI-8 varieties of tomato on 38 acres of land.

PRICE assisted PRIDE Agro Enterprise in organizing 210 farmers to form Dadapur Farmers Association, which involved farmers of the Dadpur, Rostampur, Bolarampur, Syedmahmudpur, and Koikhali villages in the Bagherpara upazila. PRIDE organized two-day long trainings for

D. CROSS CUTTING

farmers in seven groups on cultivation techniques of summer tomato and also arranged seeds and other inputs for farmers for cultivation.

Summer tomato is a highly profitable but risky crop because it is prone to disease infestation and rain. PRICE worked with PRIDE Agro Enterprise to encouraged current smallholders to take the risk of growing tomatoes. Farmers planted summer tomato of BARI-4 and BARI-8 varieties of tomato on 38 acres of land.

Technical support has been provided to farmers mainly on disease, crop management, drainage, irrigation, preparation and maintenance of shade, and pruning. Farmers were linked with BRAC and ASA for financial credit of \$183 - \$366.

Jagoroni Agro Enterprise also provided trainings to 300 farmers on summer tomato production and management during April in Bagharpara union of Jessore Sadar upazila. Farmers of Narkelbaria, Tularampur, Rostumpur, and Chaitannatola participated in the two-day long training course in ten batches. After the training, the participants started tomato cultivation, with technical assistance and support from PRICE.



High value summer tomato farm in Jessore

D2. Vermi and Tricho compost

D2.1. Assisting Sustainable Production through Soil Nutrient Replenishment

PRICE has been supporting three compost making enterprises to raise awareness on the advantages of using compost among farmers and to provide technical know-how on proper application methods and quantity, along with other micronutrients for different crops.

During the quarter, GKSS Enterprise of Bogra organized a one-day farmer training at Pairabandha and Anowara of Bogra, where 70 vegetable farmers attended and learned about the advantages of vermi and tricho compost, application method and time, availability, cost, comparative advantage, etc. Riya fertilizer of Sirajganj also organized two farmer trainings at Shahajatpur and Belkuchi for 100 farmers. Bio Tech Agro Complex of Chuadanga organized trainings on the use and advantages of compost in vegetable crops for 510 eggplant, pumpkin, and summer cabbage farmers in Munshiganj.

Riya Fertilizer established two demonstrations on the effects of organic fertilizer on bitter gourd and eggplant at Chandhaikuna village of sadar upazila and the Chilgachi village in the Kazipur upazila in Sirajganj. During this period, more than 100 neighborhood farmers visited the two demonstrations to observe the dramatic crop growth results. The enterprise is maintaining yield data as the harvesting has started, and is planning to hold a field day for sharing information and learning.

D2.2. Facilitating Promotion of Compost through Field Days

PRICE facilitated the organization of 16 farmer field days at Shibganj, Mithapukur, Panchbibi, Akkelpu, and Mokamtala in the Rangpur, Bogra, and Joypurhat districts where farmers, extensions agents, input dealers and local leaders participated to observe the effect of adoption of better crop management practices along with using vermi and tricho- compost in different summer vegetables, such as okra, cucumber, bitter gourd, eggplant, and chili. On average, the outcome of field days had a positive impact on the participants and farmers witnessed a yield increase (in different crops) of 25 - 45 percent compared to the traditional method of cultivation using chemical fertilizer. Through the field days they also saw attractive quality products and healthy plants with longer effective fruiting periods.

GKSS Enterprise organized 60 video shows on the benefits of compost for sustainable production and high profitability, including information on vermi and tricho compost, effects on disease control and proper doses and applications in vegetables, maize, rice, etc. Nearly 10,000 farmers and extension agents in different villages of Bogra, Rangpur and Joypurhat districts watched the video and learned about composts and bio-fertilizer.

D2.3. Marketing Seminar on Composts

In June, PRICE assisted GKSS Enterprise to organize two seminars for 78 input dealer/retailers at Palashbari, Gaibandha districts at Panchbibi, Joypurhat district, where technical experts discussed the importance of compost and bio-fertilizer on sustainable crop production and maximizing yield, underscoring the economic, environmental, and health benefits. Afterwards, interactive sessions were held where dealers asked questions regarding the marketing system, pricing, transportation, packaging, and dealer/retailer incentives.

In addition, Riya Fertilizer organized a training session for retailers in June in the Tarash upazila in Sirajganj where 15 input retailers attended and learned about the importance of using compost and business incentives offered by the company.

D3. Vegetable Seeds

D3.1. Promoting Good Quality Vegetable Seeds in the South

PRICE-assisted seed enterprise Konika Seed Company Limited, located in Chuadanga, received seeds from 290 vegetable contract farmers during the period and conducted 11 farmers' meetings to share experiences, identify problems, and to discuss harvesting, practical knowledge, marketing, etc.

Padma Seeds Company conducted a dealer workshop in Chuadanga for 70 dealers. The workshop aimed to create awareness on maintaining seed quality, seed pricing at the retail level, and business ethics, and provided additional services to farmers on issues related to yield, time of planting, and fertilizer requirements of various vegetables. Six demonstrations were also established, which showcased one of its bitter gourd varieties. These demonstrations have created interest among farmers. The enterprise also signed a contract with trained farmers for

seed production through selected farmer group leaders. During this quarter M/s Padma Seeds sold 29,180 kg of vegetable seeds worth \$106,756.10.

D4. Market Linkages

D4.1. Facilitating Market Linkages

Even though there is a huge demand for horticulture products, weak infrastructure and transportation, poor packaging, intermediaries, lack of real time information, small quantities produced by the individual farmers, and a lack of group marketing to achieve economies of scale are some obstacles which prevent farmers from getting better prices for their produce.

PRICE is assisting its partner enterprises to buy products from the farm and sell them directly to wholesalers. PRICE is also developing direct linkages with local wholesale agents to help farmers' access markets easily and receive the actual market price.

During this quarter, Chesta Agro Enterprise purchased 33,475 kg of mango directly from their farmers' orchards and marketed those, while Adorsho Foundation Agro Enterprise procured 32,200 kg mango directly from the orchard, and marketed through its retail outlet and wholesale point. Pride Agro Enterprise procured 1,227,640 kg of eggplant and 29,040 kg of summer tomato from farmers and sold to its contracted wholesaler at Jessore. EFADF Agro Business procured 790,374 kg of vegetables from the dyke farmers (who usually produce small quantities of vegetables and live far away from wholesale markets) and sold to Mongla market through its agents.

Renaissance marketed about 50,000 kg of vegetables (21,000 kg of tomato, 13,500 kg of eggplant, 9,000 kg of okra, and 6,500 kg of yard long bean) to markets in Dhaka, Fardipur, Shariatpur and Munshiganj and to some local wholesale agents, resulting in \$7,317.07 in additional revenue. GKSSE marketed 181,060 kg of vermi and tricho compost in eight northern districts through their 366 dealer network, which was established through PRICE, generating \$54,282.93 in revenue. Riya Fertilizer marketed 88,000 kg of vermi and tricho compost through its 117 dealer network in four districts in the south and five districts of north of Bangladesh, earning \$19,239.04 in revenue.

D5. Access to Finance

D5.1. Facilitating Access to Finance

Renaissance provided \$30,258.68 to its contract farmers through its captive micro-finance facility for procurement of inputs and other variable costs associated with growing summer crops in the dyke. Rural Reconstruction Foundation (RRF) extended a credit facility of \$15,000 to 1,120 summer vegetable farmers, especially eggplant and tomato farmers. Jagoroni Agro Enterprise also provided credit of \$439,024.39 to their 2,400 vegetable farmers during the current season for production of summer vegetables. Krishok Bandhu Karmashuchi organized credit of \$31,402.44 for 103 eggplant farmers.

E. QUANTITATIVE RESULTS

In the horticulture sector, PRICE-assisted partners augmented their sales revenue by \$6.3 M. Grameen Krishak Sohayak Sangstha Enterprise (GKSSE) – Farmers, together with Blue Moon International and Chesta Agro Enterprise, helped boost the sales figure by contributing nearly \$3 M and were also able to increase investment by \$30,000, of which

Gram Unnayan Karma Enterprise Development (GUKED)-1 Farmers contributed \$12,000 and Grameen Krishak Sohayak Sangstha Enterprise (GKSSE) –Farmers contributed \$10,000. This period, horticulture partners created 1,211 full time equivalent jobs, of which 257 were secured by women. Bonolota Mango Producer Cooperative Society Ltd created 304 jobs and Grameen Krishak Sohayak Sangstha Enterprise (GKSSE) – Farmers created 324 jobs.

Achievements in Horticulture during April-June'12

<i>Sales increased (USD)</i>	6.3M
<i>New jobs created</i>	1,211
<i>Investment increased (USD)</i>	30,000
<i>Farmers trained in technology</i>	4,198
<i>Farmers trained in management</i>	3,141
<i>Persons trained for workforce development</i>	140

Table: Partner-wise Results in Horticulture

Region	Product	Partner	Sales Increased (USD)			No. of Total Jobs Created*			Investment Increased (USD)
			Domestic	Export	Total	Male	Female	Total	
Bogra-Rajshahi	Potato	Gram Unnayan Karma Enterprise Development (GUKED)-1	180,768	0	180,768	26	0	26	0
		Gram Unnayan Karma Enterprise Development (GUKED)-2	121,313	0	121,313	94	44	138	0
		Gram Unnayan Karma Enterprise Development (GUKED)-1 Farmers	657,616	0	657,616	91	103	194	12,079
		Murail Rural Development Multipurpose Cooperative Society Ltd.	36,986	0	36,986	7	8	16	0
		Murail Rural Development Multipurpose Cooperative Society Ltd-2	43,508	0	43,508	5	-4	1	0
		Ferdous Biotech Ltd.	0	0	0	2	6	8	0
		Sajeeb Seeds	0	0	0	-5	0	-5	0
		Unique Seeds	0	0	0	-4	0	-4	0

Region	Product	Partner	Sales Increased (USD)			No. of Total Jobs Created*			Investment Increased (USD)
			Domestic	Export	Total	Male	Female	Total	
	Egg-plant	Agricultural Advisory Society (AAS) - (Horti)	-67,120	0	-67,120	2	-5	-3	115
		Grameen Krishak Sohayak Sangstha Enterprise (GKSSE)	50,435	0	50,435	17	0	18	10,976
	Cross-	Grameen Krishak Sohayak Sangstha Enterprise (GKSSE) - Farmers	1,443,384	0	1,443,384	231	93	324	6,592
	Mango	Riya Fertilizer	15,188	0	15,188	-4	2	-2	183
		Blue Moon International	917,616	0	917,616	6	0	6	0
		Kansat Mango Farmer Multipurpose Co-operative Society Limited - Mango Stands in Dhaka	41,159	0	41,159	8	0	8	0
		Bonolota Mango Producer Cooperative Society Ltd.	702,310	0	702,310	304	0	304	195
		Bonolota Mango Producer Cooperative Society Ltd. - Mango Stands in Dhaka	1,159	0	1,159	0	0	0	0
Jessore-Khulna	Potato	Konika Seed Company Ltd.	5,369	0	5,369	2	1	3	0
		Muktir Alo Agro Business - (Potato)	3,511	0	3,511	1	0	1	0
		Pride Agro Enterprise - (Potato)	0	0	0	2	0	2	0
		Krishak Bandhu Karmashuchi - (Potato)	43,387	0	43,387	8	4	13	0
		Krishak Bandhu Karmashuchi - Potato Farmers	90,975	0	90,975	-80	-5	-86	0
	Egg-plant	Pride Agro Enterprise - (Eggplant)	358,993	0	358,993	21	8	28	88
		Krishak Bandhu Karmashuchi - (Eggplant)	26,228	0	26,228	0	0	0	0
	Ma	Uttaran Agro Enterprise	0	0	0	-2	0	-2	0

Region	Product	Partner	Sales Increased (USD)			No. of Total Jobs Created*			Investment Increased (USD)
			Domestic	Export	Total	Male	Female	Total	
		Chesta Agro Enterprise	697,758	0	697,758	161	0	161	0
		ANKUR - Farmers	537,246	0	537,246	18	-2	16	0
		Adorsho Foundation	18,285	0	18,285	3	0	3	0
	Cross-Cutting	Padma Seeds	104,581	0	104,581	-1	1	1	0
		EFADF Agro Business	157,593	0	157,593	34	3	37	0
		Renaissance	7,317	0	7,317	3	2	5	0
		Lalteer Seed Limited	135,366	0	135,366	3	-5	-2	0
	Total Horticulture		6,330,931	-	6,330,931	954	257	1,211	30,229

* Direct job information is complemented using a statistical model to estimate associated job creation across the value chain.

Source of data: Partner interviews for enterprises and mini surveys for farmer groups.

SECTION II

AQUACULTURE



Aquaculture activities in rural Bangladesh address food security, family earnings and opportunities for employment. It supplies over 60 percent of animal protein demands in the country and Bangladesh earned roughly \$570 M as foreign currencies by exporting fish and fishery products during FY 2010-11. Both fish and shrimp have great potential for growth throughout their value chains.

Aquaculture covers approximately one million hectares area of the country both for fish and shrimp farming. Shrimp farming is popular in coastal belts; fish farming is conducted mainly in fresh inland water bodies. Bangladesh has the capacity to produce fish fries and shrimp post larvae (PL) to meet the demand, except for fresh water shrimp. In fact, roughly 1,000 fish and 60 shrimp hatcheries supply the required fry and post larvae (PL) to meet the country's demand. Most of the farmed water bodies are under extensive traditional aquaculture where farmers typically use almost no supplemental feeding and consequently generate very low yields. Supply and value chain (VC) in fish is rudimentary and though the supply chain (SC) in shrimp is strong, the value chain is relatively weak.

To tackle these most important challenges, PRICE, with recommendations from sector stakeholders, has focused on improving overall production and productivity. In addition, PRICE will begin to place special emphasis on supply and value chain issues.

During this quarter, 6,650 fish and shrimp farmers have been trained on improved farming technology and the same farmers (6,650 farmers) were also trained on improved management. A total of 650 workers received workforce trainings. PRICE also facilitated project beneficiaries' access to better inputs, including seed and feed, as well as market linkages between farmers, depots, wholesalers, and processing plants. During this quarter, PRICE activities in aquaculture have added more than \$11 M in additional sales, created 6,243 new jobs, and contributed to \$1.06 M in new investments.

Achievements in Fish during April - June 2012

<i>Sales increased (USD)</i>	10.9 M
<i>New jobs</i>	2,559
<i>Investment increased (USD)</i>	930,000
<i>Farmers trained in technology</i>	6,200
<i>Farmers trained in management</i>	6,200
<i>Persons trained for workforce development</i>	100

From early 2012, PRICE started refocusing its activities to the Feed the Future (FtF) areas in the southwestern regions of Bangladesh. The project continued its activities in facilitating trainings, counseling, and hands-on lessons to farming associations and helped strengthening linkages with different SC and VC actors. The beneficiaries were linked to high quality seed producing

hatcheries, nurseries, and to ensure they were receiving high quality inputs. The trainings focused on improved farming, use of quality grade inputs, group collection of inputs and group marketing.

A1. Access to Quality Grade Broods

Inbred free brood ensures healthy and quality fish seeds for farmers. The project has continued supporting 11 fish hatcheries and several nursing and seed traders associations to ensure the use of high quality broods in hatcheries, superior fries in nurseries and superior fingerlings sold by traders. PRICE linked nursery operators with proven hatcheries among PRICE partners and earlier identified hatcheries so that quality fries are ensured to nurseries and farmers as well.

Also, the lead farmers linked with PRICE-partnered hatcheries to receive trainings on better fish farming techniques, nursery operating practices and high quality fry. A total of 5,100 farmers received trainings which developed their capacity to select quality seeds to increase yield.

A2. Training for Embedded Services by Feed Manufactures, Fish Health Products Suppliers and Fish Seed Traders

PRICE supported two feed millers and one health product supplier by supporting trainings of 500 dealers and inputs traders on improved fish farming and post-harvest techniques and marketing strategies in this quarter. This initiative increased information and knowledge dissemination as dealers provided passed this knowledge on to fish farmers as embedded services that are offered in addition to selling the inputs.

PRICE also facilitated refresher training programs for fish seed traders in Mymensingh and Bogra on safe transportation and trainings focusing on fish farming basics of live fry and fingerling carrying, natural productivity in farm water, initial feeding, and good nursing practices.



Small seed traders of AMBS, Bogra

A3. Promoting Sustainable and integrated and Better Farming Practices through Training and In-country Study Trips

During this quarter, PRICE facilitated trainings for approximately 6,200 fish-farmers on crop-rotation and integrated farming technologies through the partners. These diverse training sessions focused on improved, high-density, integrated, and semi-intensive culture systems. It can be added that, integrated and sustainable farming includes aquaculture with horticulture, crop rotation and alternative cropping patterns that ensure sustainable production while avoiding risks.

PRICE also facilitated five in-country study trips for 100 lead farmers from our partner organizations in order to upgrade their culture practices. Through these in country study trips, farmers were able to interact with high performing in other regions of the country and learn about their techniques. The transmission of information, knowledge, and skills among partners accelerated and the visitors' gained an increased level of knowledge and understanding about better farming practices.

A4. Improved Community-based Farming

Community based farming is an initiative through *beel* management who are training a community of fisherman to make an alternative livelihood by raising fish in semi-open bodies of water.

During this quarter, Bamunjee Beel Motsyajibi Shomoty (BBMS) organised a refresher training for 120 farmers on nursery management, judicious harvesting, post-harvest handling, and cool chain management; Nokla Motsyjibi Somity (NMS) trained 300 new members on nursing, beel management, and post-harvest handling.

A5. Training Programs for Women and Minorities

Community based farming is an initiative through *beel* management who are training a community of fisherman to make an alternative livelihood by raising fish in semi-open bodies of water.

During this quarter, Bamunjee Beel Motsyajibi Shomoty (BBMS) organised a refresher training for 120 farmers on nursery management, judicious harvesting, post-harvest handling, and cool chain management; Nokla Motsyjibi Somity (NMS) trained 300 new members on nursing, beel management, and post-harvest handling.

A6. Promotion of Cage Culture in Climatic Vulnerable Areas

Cage farming in Bangladesh has great potential; however, it has yet to have any significant economic gains. In Chandpur and Lakshmipur cage culture has begun with mono-sex tilapia due to the areas suitable water conditions for this type of fish.



Cage culture in Chandpur and Laksmipur

To promote this farming method, PRICE supported the Bangladesh Cage Culture Owners Association (BCOA) through trainings and demonstrations. Through June, a total of 650 beneficiary farmers received training and many of them indicated better results and increased production (approximately 150 tons/ha/year).

PRICE will continue to promote cage culture in the southwest region as this coastal lowland area of the country is vulnerable to natural calamities such as cyclones and tidal bore. Floating cages with fish are suitable to the region as the cages can be transferred to a safer location or, if fish are marketable sizes they

could be harvested early.

A7. Assistance in Access to Finance

Generally, household-based small farmers lack capital to start high density farming with supplemental feeds. Due to a lack of collateral, these farmers cannot access loans from the banks.

PRICE linked these farmers to micro-finance institutions with customized monthly installment-based loan repayment systems instead of customary weekly payments. During this quarter, 238 small farmers (143 females) received small-scale fish loans ranging from approximately \$44 - 220 through PRICE partnered farmers groups and associations who acted as a guarantor of the loans.

A8. Group Strengthening and Promoting Hygienic Dry Fish Manufacturing

As a part of organizational strengthening initiatives, PRICE facilitated a two week long training workshop with a dry fish manufacturers cooperative Nazirtek Fish Dryers Multipurpose Cooperative Society (NFMC). PRICE facilitated an expatriate consultant who worked closely with seventeen members of the executive committee and lead yard owners. The consultant also conducted a separate workshop on organizational matters for eleven selective female lead workers from the workforce group.

The training incorporated strategic planning, negotiation, communication, teambuilding and marketing which helped them render better member services for all association members and increase their productivity. During this quarter, PRICE conducted follow-up trainings for 200 yard owners (all male) and 600 workers (all female) on hygienic dry fish production, personal hygiene, and packaging.



Organization strengthening training at NMBS, Cox's Bazar

B. SHRIMP

The training incorporated strategic planning, negotiation, communication, teambuilding and marketing which helped them render better member services for all association members and increase their productivity. During this quarter, PRICE conducted follow-up trainings for 200 yard owners (all male) and 600 workers (all female) on hygienic dry fish production, personal hygiene, and packaging.

In Bangladesh, the freshwater *golda*, and the brackish water *bagda* are the two shrimp species which are extensively farmed in the southwestern coastal districts. In FY 2011, Bangladesh earned approximately \$450M USD in revenue through fisheries, around 75 percent of the total exported products is shrimp.

Bangladesh produces relatively large-sized shrimp due to a low density culture pattern which fetch higher export prices. But productivity is relatively low in the country. Increasing export earnings though higher yields by increasing stocking density, better health, water, feed and farm management are critical.

Also, in order to avoid export constraints, the shrimp industry needs to avoid malpractice, alleged adulteration, contamination; implement traceability; abide by environmental and human rights regulations; and, observe compliance with Bangladeshi labor law.

The project continues to mitigate sector constraints through initiatives to:

- a) Increase yields of healthy and safe larger-sized shrimp.
- b) Popularize virus-negative PL.
- c) Promote adherence to buyers' codes of conduct (COC) throughout the value and supply chain.
- d) Increase awareness against contamination, adulteration and malpractice.

Achievements in Shrimp during April - June 2012	
<i>Sales increased (USD)</i>	\$259,000
<i>New jobs created</i>	3,684
<i>Investment increased (USD)</i>	\$132,000
<i>Farmers trained in technology</i>	450
<i>Farmers trained in management</i>	450
<i>Persons trained for workforce development</i>	550

PRICE's activities encourage crop rotational and integrated farming techniques, market linkages for tested PL, and increasing awareness on buyer's compliance and traceable production. To ensure virus negative and traceable PL, PRICE works with some selected hatcheries for over-wintering shrimp seeds to ensure year round supply. PRICE also works with processing plants on compliance issues, bio-security

measures, HACCP, standard operating procedures (SOP), sanitation standard operating procedure (SSOP), value-added product development, and building the capacity of the managerial and processing staff. The project also assists exporters in exploring new export markets other than the United States, Western Europe, and the Far East.

As the shrimp industry has faced negative publicity on alleged malpractice and adulteration in exportable shrimp, PRICE collaborated with the industry to improve public perception through

awareness programs. In this quarter, shrimp subsector partners increased their sales by about \$259,000, invested more than \$132,000, and created approximately 3,680 jobs.

B1. Greater Harvest and Economic Return from Shrimp Initiative (GHERS)

Most of the shrimp interventions are under the GHERS initiative, implemented by PRICE's subcontractor World Fish Center (WFC). Its goals are to increase shrimp production, improve the quality of shrimp, and ensure disease-free farmed shrimp.

GHERS is directly supporting depots with technology and technical staff for building capacity to integrate the stakeholders, particularly transferring technical knowledge and skills to the shrimp farmers through groups. By June 2012, GHERS worked with twelve depot owners in three districts of greater Khulna to jointly facilitate trainings for their 26,090 contract shrimp farmers on three diverse improved farm management and production techniques (CST, MTT, and TBMP; see text box).

During this quarter, 821 group meetings were conducted by GHERS on improved shrimp farming technologies. The GHERS initiative generated \$3.7 M in increased sales, 3,375 new jobs and almost \$6M in new investment.

Shrimp Technologies

Closed System Pond Technology (CST), a CST farm is a replica of the semi intensive farm - small in size and practices relatively lower stocking density at a rate of 8-10/m². A CST farm may produce two crops annually for a total of 2,500-3,000 kg of shrimp/ha.

In **Modified Traditional Technology (MTT)**, pond water is also treated with bleach, but screened PLs are stocked at a rate of only 2-3/m². No water intake or paddle wheels are used, and homemade feed, instead of commercial feed, is usually employed. MTT produces only one yearly crop, with a yield of 350-400 kg/ha.

Traditional Best Management Practices (TBMP) is used by farmers who can't afford or are not interested in relatively higher density farming. These farmers do not bleach the culture water and stock at a rate of only one PL/m², but do fertilize the water to enhance natural productivity. TBMP farmers achieve yields of 250-275 kg/ha/year, still approximately 20% more than traditional farming.

B2. Farmers' Training on *Bagda* Farming, Semi-intensive Farming and Crop Rotational Farming

During this quarter, PRICE continued to support two *bagda* farming associations in Cox's Bazar by providing trainings to 1,000 farmers.

PRICE partnered with Gazi Fish Limited (GFL) and facilitated trainings for 50 semi-intensive farm workers on judicious pond preparation, feeding, sampling, harvesting, and post-harvest treatments including cool chain management. In addition, approximately 280 shrimp farmers received training on integrated fish farming and seasonal based crop rotations of *golda* and *bagda* culture. Crop rotational aqua farming has more sustainable production and reduces the risk of disease.

B3. Initiatives on Awareness Creation, Compliance and Value-added Product Development

PRICE and Bangladesh Frozen Foods Exporters Association (BFFEA) took several initiatives such as training, counseling, and workshops to create awareness on food safety and social compliance. During this quarter, BFFEA organized six informal awareness building workshops and meetings at BFFEA - Khulna where approximately 250 participants attended.

In addition, six PRICE partner plants organized management trainings for 150 office and higher factory staff members and workforce development for 505 factory workers and technicians on bio-security measures required in processing operations, personal hygiene, HACCP, SOP, SSOP, good manufacturing practices, and value-added product development.

PRICE also facilitated trainings for 100 factory staff members of a processing plant to develop their capacity to produce ready-to-cook or ready-to-eat value-added product (VAP) development.

B4. Screening for Virus-Negative Post Larvae



One of GHERS' most important objectives is to produce and popularize virus-negative PL of *bagda* to ensure disease-free, healthy shrimp crops. PRICE- WFC supports Pranti Polymerase Chain Reaction (PCR) Laboratory, a private testing laboratory in Cox's Bazaar to test shrimp seed production cycles so that virus-negative strains can be identified and traced.

During this quarter, approximately 15 M PL were PCR tested with negative results and released to the farmers for stocking.

C. GENDER INTEGRATION IN AQUACULTURE

PRICE continues to work with young adults and women to ensure their participation in aquaculture. From PRICE's initial activities in the aquaculture sector, PRICE has taken these initiatives to incorporate women into aquaculture activities.

In the fish sector, PRICE generally works with organized farming groups which are traditionally over represented by males. To overcome this, PRICE, in collaboration with local NGOs, cooperatives, and associations, has utilized women's leadership to organize women's groups to improve farming and to provide general management training to effectively run household based fish farms. During this quarter, 70 groups of women received trainings which helped them keep their aquaculture businesses sustainable.



Women's participation in improved farming training at Khulnal

Moreover, PRICE facilitated workforce development skills by training women workers through partnership organizations where they employed a large number of women in their workforce. Through Nazirertek Fish-Dryer's Multipurpose Cooperative, PRICE supported training to 3,500 of women in Cox's Bazar who are engaged in fish drying. Similar workforce development skills training programs are occurring in six processing plants, reaching hundreds of women. To increase their skills and to make them competitive in the aquaculture business, PRICE will continue to work with thousands of micro, small, and medium women aquaculture entrepreneurs and workers.

PRICE also assisted 238 women farmers in collateral free access to finance from micro-finance sources.

D. QUANTITATIVE RESULTS

PRICE's aquaculture sector generated \$11 M in increased sales revenue, \$1 M in new investments, and 6,243 new jobs this reporting period.

Some of the partners in the fish subsector progressed remarkably well. For example, Tarakanda Satata Motsho Beboshahi Somity increased their sales revenue by more than \$1 M, Trishal Fish Farmer's Business Somity (TFFS-

1) by \$815,000, and Kahaloo Matsha Pona Utpadankari Somoby Somity by \$783,000. In terms of the full-time jobs created, Agricultural Advisory Society created 1,107 jobs and Unnayan Sangha and Janaseba Kendra-3 generated 231 and 183 jobs, respectively, in these three months. Trinomol Krishi Unnayan Shomoby Shamitee, Ltd. generated \$184,000 in investments while Rakhayan Development Foundation-2 created \$95,000.

In the shrimp subsector, PRICE partners increased their sales by \$259,000 and created 3,684 new jobs. GHERS, implemented by the World Fish Center, generated 3,626 jobs and \$132,000 in investment. Mofa Fish Processing Plant, Islamia Fishing Ltd., Raju Enterprise, and Vairob Fish Agency also played a major role in increasing sales.

Partner-wise Results in Aquaculture

Table: Partner-wise Results in Fish:

Region	Partner	Sales Increased (USD)			No. Total Jobs Created*			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
Mymensingh-Jamalpur	Digherkanda Matsopona Beboshahi-Kallan Bohumukhi Somabaya Somity (DMBBS)	503,528	0	503,528	26	0	26	1,361
	Phulpur Fish and Prawn Farmers' Association (PFPPA)	150,552	0	150,552	5	0	5	10,463
	Phulpur Fish and Prawn Farmers' Association (PFPPA)-2	51,230	0	51,230	9	0	9	3,750
	Trisal Fish Farmers' Business Somity (TFFS)-1	815,157	0	815,157	73	20	93	16,643
	Trisal Fish Farmers' Business Somity (TFFS)-2	238,070	0	238,070	124	0	124	4,390

Overall aquaculture performance April - June 2012	
<i>Sales increased (USD)</i>	11M
<i>New jobs created</i>	6,243
<i>Investment increased (USD)</i>	1.06M
<i>Farmers trained in technology</i>	6,650
<i>Farmers trained in management</i>	6,650
<i>Persons trained for workforce development</i>	650

Region	Partner	Sales Increased (USD)			No. Total Jobs Created*			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
	Nokla Motsojibi Somity	43,890	0	43,890	40	11	52	0
	Bamunji Beel Motsojibi Somity	31,244	0	31,244	18	6	24	1,829
	Muktaghacha Fish Farming and Business Association	-539,242	0	-539,242	167	3	169	64,452
	Unnayn Sangha	382,095	0	382,095	231	0	231	53,802
	Tarakanda Satata Motso Bebohashi Somity	1,071,341	0	1,071,341	149	0	149	22,798
Bogra-Rajshahi	Trinamool Manobik Unnayan Shongstha (TMUS)-1	279,799	0	279,799	44	-1	44	3,249
	Chitralatha Aqua Park Ltd	8,683	0	8,683	3	0	3	732
	Kahaloo Matshya Chashi Samoby Samity-1	396,832	0	396,832	191	0	191	23,715
	Kahaloo Matshya Chashi Samoby Samity-2	262,767	0	262,767	23	-0	23	3,128
	Pachpir Bazar Matsya Chashi Samoby Samity-1	145,581	0	145,581	26	0	26	1,302
	Pachpir Bazar Matsya Chashi Samoby Samity-2	30,110	0	30,110	9	0	9	289
	Murail Matsya Chashi Samoby Samity-1	160,012	0	160,012	45	0	45	649
	Murail Matsya Chashi Samoby Samity-2	-114,537	0	-114,537	-163	0	-163	3,095
	Society for Sustainable Development for the Rural & Urban Area (SSURDA)	393,825	0	393,825	-467	0	-467	15,041
	Talora Ancholik Matsa Chasi Somobay Somity	265,843	0	265,843	47	-3	44	7,677
	Sherpur Matsa Chasi Somoboya Somity	574,717	0	574,717	112	7	119	3,232
	Kahaloo Matshya Pona Utpadankari Somoby Somity	783,010	0	783,010	156	4	160	14,825

Region	Partner	Sales Increased (USD)			No. Total Jobs Created*			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
	Adamdighi Khudra Motso Bebohashi Somity	66,212	0	66,212	-19	-2	-21	3,687
	North Bengal Thaitech Tilapia Hatchery	6,662	0	6,662	1	0	1	488
	Agriculture Advisory Society (AAS) - (Aqua)	-126,853	0	-126,853	1,107	-0	1,107	12,434
	Palli Bandhu Kallan Sangstha	208,199	0	208,199	39	0	39	3,097
	Chitralatha Aqua Park Ltd - Farmers	78,400	0	78,400	-63	2	-61	3,567
	North Bengal Thaitech Tilapia Hatchery- Farmers	89,313	0	89,313	-10	0	-10	4,311
Barishal	Rakhaing Development Foundation (RDF)- 1	117,356	0	117,356	49	0	49	9,940
	Rakhaing Development Foundation (RDF)- 2	225,369	0	225,369	92	0	92	95,148
	Barisal Aquaculture Development Society	49,984	0	49,984	-78	0	-78	12,983
	Center for Integrated Social Development (CISD)	-82,455	0	-82,455	-257	-20	-276	2,626
Comilla-Noakhali	Society For Social Services (SSS)-1	-159,622	0	-159,622	-9	0	-9	78,348
	Society For Social Services (SSS)-2	133,508	0	133,508	53	-3	50	16,749
	Janaseba Kendra (JSK)- 1	28,280	0	28,280	10	0	10	5,813
	Janaseba Kendra (JSK)- 2	206,749	0	206,749	59	0	59	81,797
	Janaseba Kendra (JSK)- 3	110,213	0	110,213	183	0	183	32,309
Cox's Bazar	Allahwalla Hatchery and Farming Complex	47,421	0	47,421	13	0	13	0
	Samridhi Bohumukhi Matsya Unnayan Gobesana Kendra	7,321	0	7,321	4	0	4	5,854
	Niribili Telapia Hatchery	-25,610	0	-25,610	-119	0	-119	2,439
	Niribili Telapia Hatchery - Farmers	-16,961	0	-16,961	-5	0	-5	4,055

Region	Partner	Sales Increased (USD)			No. Total Jobs Created*			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
Jessore-Khulna	Allahwalla Hatchery and Farming Complex - Farmers	72,051	0	72,051	55	0	55	18,780
	Samridhi Bohumukhi Matsya Unnayan Gobesana Kendra -Farmers	29,496	0	29,496	4	0	4	6,309
	Mulia Matshyajibi Samittee	196,926	0	196,926	0	0	1	772
	Goldhamari Motshojibi Samabay Somity	77,880	0	77,880	87	3	90	13,801
	South Bay (Pvt) Ltd.	5,159	0	5,159	1	0	1	0
	Nowapara Fisheries Complex	-42,341	0	-42,341	2	-3	-0	0
	Ma Fatema Fish Hatchery	17,455	0	17,455	1	0	1	0
	Pori Matshya Hatchery	-25,912	0	-25,912	-2	0	-2	0
	Rupali Fish Hatchery	10,205	0	10,205	-2	0	-2	0
	Shuvra Matshya Hatchery	28,720	0	28,720	-27	0	-27	0
	Deesha Samaj Kolyan Sangstha	312,111	0	312,111	45	7	52	6,016
	Vairob Fish Agency - (Fish)	31,785	0	31,785	0	0	0	0
	Razu Enterprise - (Fish)	12,744	0	12,744	0	0	0	0
	Mondal Fish - (Fish)	12,216	0	12,216	0	0	0	0
	Satata Fish - (Fish)	31,175	0	31,175	0	0	0	0
	Satkhira Feed Industries Ltd. - (Fish)	276,220	0	276,220	-0	-21	-21	0
	South Bay (Pvt) Ltd-Farmers	-62,625	0	-62,625	-70	2	-67	6,867
	Nowapara Fisheries Complex - Farmers	318,367	0	318,367	113	5	117	5,386
	Ma Fatema Fish Hatchery - Farmers	573,163	0	573,163	113	-1	113	12,434
	Pori Matshya Hatchery - Farmers	451,357	0	451,357	92	-0	91	17,828
	Rupali Fish Hatchery - Farmers	528,432	0	528,432	86	-0	86	4,247
	Shuvra Matshya Hatchery - Farmers	116,902	0	116,902	21	1	21	4,268

Region	Partner	Sales Increased (USD)			No. Total Jobs Created*			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
	Trinomooll Krishi Unnayan Shomoby Shamitee Ltd. - Farmers	385,361	0	385,361	87	-0	86	184,268
	Golden Harvest Sea Food and Fish Processing Limited	0	238,259	238,259	3	4	7	0
	Fishtech (BD) Limited	75,000	0	75,000	0	0	0	0
	SMS Feeds Ltd.	331,756	0	331,756	5	2	7	17,073
Total Fish		10,661,594	238,259	10,899,853	2,534	25	2,559	930,114

*Direct job information is complemented using a statistical model to estimate associated job creation across the value chain.

Source of data: Partner interviews for enterprises and mini surveys for farmer groups.

Table: Partner-wise Results in Shrimp:

Region	Partner	Sales Increased (USD)			No. Total Jobs Created*			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
Jessore-Khulna	Gazi Fish Culture Ltd.	0	0	0	29	7	36	5,061
	Din Bijoy Enterprise - (Shrimp)	0	22,256	22,256	1	1	2	134
	Vairob Fish Agency - (Shrimp)	0	54,624	54,624	1	0	1	52
	Razu Enterprise - (Shrimp)	0	56,590	56,590	0	1	1	98
	Modina Matshya Prokolpo - (Shrimp)	0	12,244	12,244	1	2	3	0
	Mondal Fish - (Shrimp)	0	26,166	26,166	0	1	1	49
	Satata Fish - (Shrimp)	0	68,087	68,087	1	2	2	73
	Satkhira Feed Industries Ltd. - (Shrimp)	75,317	0	75,317	0	0	0	0
	GHERS-1 by The World Fish Center	875,741	2,254,437	3,130,177	483	-71	413	5,028

	GHERS-2 -2010 by The World Fish Center	-1,772,932	-1,034,450	-2,807,382	-8	-64	-72	7,259
	GHERS-2 2011 by The World Fish Center	457,843	-1,201,672	-743,829	2,355	13	2,368	48,337
	GHERS-3 2012 by The World Fish Center	15,595	81,872	97,467	896	20	917	11,507
	Rupali Sea Foods Ltd.	0	-89,243	-89,243	-60	-42	-102	54,878
	Organic Shrimp Export Ltd.	0	-46,172	-46,172	-5	-13	-18	0
	Jahanabad Frozen Foods Ltd.	0	76,228	76,228	18	48	66	0
	Jalalabad Frozen Sea Foods Ltd.	0	-26,653	-26,653	20	41	61	0
	Mofa Fish Processing Pvt. Ltd.	0	189,207	189,207	4	11	14	0
	M.U. Sea Foods Ltd.	0	-6,986	-6,986	-11	-1	-12	0
	Islamia Fishing Limited - (Shrimp)	66,341	0	66,341	0	0	0	305
Cox's Bazar	Yunus Fishing Limited	105,122	0	105,122	1	0	1	0
Total Shrimp		(176,974)	436,534	259,560	3,727	(43)	3,684	132,781

* Direct job information is complemented using a statistical model to estimate associated job creation across the value chain.

Source of data: Partner interviews for enterprises. GHERS information is reported by the World Fish Center.

SECTION III

LEATHER PRODUCTS



Overall, exports of Bangladesh have recently faced a jolt due to the global recession. In FY 2011-12, exports grew only by 5.9 percent compared to an approximate 40 percent increase in FY 2010-11.

However, compared to other manufacturing sectors, the overall leather sector performance in FY 2011-12 looks stable. In FY 2011-12, the leather sector grew by 17.5 percent and earned \$765 M in revenue, of which \$434.8 M was derived from footwear and leather products, accounting for approximately 57 percent of the total revenue of the sector. However, the sector's overall strategic target was \$792 M.

Of the three subsectors (i.e. finished leather, footwear, and leather products), the leather products sub-sector achieved its strategic target this year, despite a slight decrease in footwear revenue. Leather products increased by 80 percent compared to the previous year. Combined, footwear and leather products are ahead of finished leather export revenue, as seen in the previous year.

As indicated in the table below, the leather sector earned \$208M during this reporting quarter, which is a 17.5 percent increase over the same period of FY 2010-11.

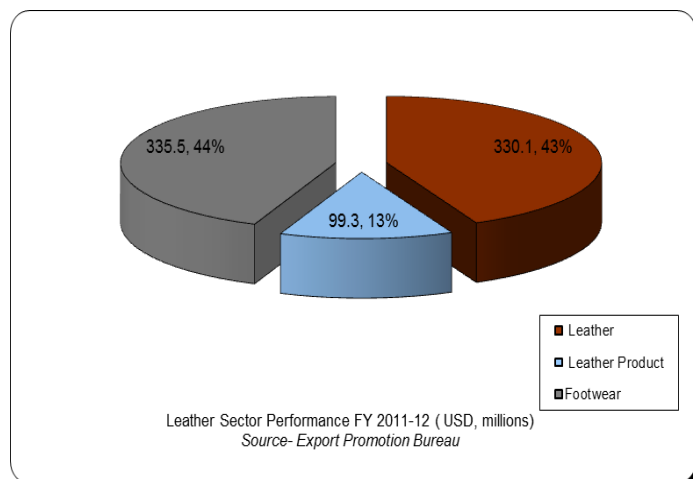


Table: Percentage change of export performance, Apr.-Jun. FY2011-12 versus export performance, Apr.-Jun. FY2010-11.

Products	Strategic Target for Apr.-Jun. 2011-12 (USD, M)	Export Performance Apr.-Jun. 2011-12 (USD, M)	Export Performance for Apr.-Jun 2010-2011 (USD, M)	% change of export performance, Apr.-Jun. FY2011-12 versus export performance, Apr.-Jun. FY2010-11
Leather (finished)	91.9	93.3	87.6	6.5
Leather products	21.8	40.1	13.6	66
Footwear	108.7	74.7	75.9	-1.8
Total	222.4	208.1	177.1	17.5

Source: Export Promotion Bureau

Industry experts and stakeholders believe that the root cause of the downward trend in the footwear sector started at the beginning of the recession when importers became more conservative and placed their new orders mostly in value-added products.

Cash incentives withdrawn for leather exports

Historically, the overall leather sector has received cash incentives from the GoB. Recently, in an effort to promote value-added export items, the GoB made the decision to increase cash incentives for leather products to 15 percent, from 12.5 percent, while withdrawing the incentive of crust and finished leather.

Shifting of Hazaribagh tanneries faces further delay

Although the contract has been effective for more than three months, the construction work for the common effluent treatment plant in Savar Leather Estate is yet to begin. This results in further delays for the industry's relocation to Savar from Dhaka.

On March 11, 2012, Bangladesh Small and Collage and Industries Corporation signed a contract with a Chinese joint venture called JLEPCL- DCL to construct the effluent treatment plant within 15 months. However, according to the Department of Environment, Ministry of Environment and Forests, the official relocation of the industry will be postponed until 2014. It was previously forecasted to occur in June 2013.

Following are the specific activities during this period.

A. ASSISTANCE TO SME DEVELOPMENT

PRICE continued its facilitation role in supporting SMEs through building and strengthening linkages with new markets, including backward linkages, and providing technical assistance on improved technology, access to finance, etc.

A1. Facilitating Buyer-Seller Meetings for SMEs



LTSE SMEs showcasing their products at Heidelberg head office

As part of a market linkage initiative, PRICE facilitated Leather Technologist SME Entrepreneurs (LTSE) members to participate in the National SME Fair held in February 2012.

LTSE members received a highly positive response from visitors at the fair, which included several participating organizations. This initiative gave leather producer SMEs a platform to showcase their strengths and make connections with

new potential buyers. As a result, two organizations contacted PRICE expressing interest in LTSE's producers as potential suppliers for various leather products.

In response, PRICE arranged buyer-seller meetings with contracting companies and LTSE members. In April, PRICE arranged the first buyer seller meeting with a multinational company, Heidelberg Cement, where LTSE members displayed their electronic catalogue and profiles, which were developed earlier with PRICE's support. The buyer-seller meeting ended successfully as one of the LTSE members, B.A.G., was immediately enlisted by the Heidelberg Cement to supply 750 backpacks to the company worth \$2,000.

PRICE arranged a second buyer-seller meeting on April 24, 2012, in response to Basic Bank Limited's interest in SME producers. The buyer-seller meeting was held at Basic Bank's head office where the enterprises also submitted their electronic catalogues and profiles. After reviewing all the profiles, Basic Bank Limited enlisted Karigar for a consignment of 1,200 leather belt gift boxes and wallets worth \$12,551.

A2. Technical Assistance on Improved Technology of Footwear Design and Pattern Making for Aarong Producers

In collaboration with Aarong, PRICE provided technical assistance for 18 of Aarong's small leather products supplier groups to improve their footwear design and pattern making. The three day long program was held at Aarong's training center at Tejgaon, Dhaka in May 2012, where 25 mid-level managers/designers participated.

A. ASSISTANCE TO SME DEVELOPMENT

The objective of this initiative was to support Aarong producers to improve the capacity of their designers by enhancing their footwear designing skills, pattern making, and grading, through hands-on training that introduced modern techniques. This training helped them adopt pattern-making and proper fitting for footwear.

Furthermore, PRICE developed a linkage between these SME producers and an input (last) supplier during their training oriented exposure visit. This linkage will help them produce footwear in correct shapes and sizes.



Consultant providing hands on training on pattern making

A3. Progress of Access to Finance Support to the Leather SMEs

Eastern Bank Limited (EBL) Uday, a PRICE facilitated financial product, was launched in November 2011. This product has been exclusively designed for the leather SMEs with two salient features - single digit interest rate and no collateral. As of June 2012, a total of 21 small enterprises took loans totaling approximately \$118,902 as working capital, of which \$49,390 was loaned to five leather SMEs during this reporting period.

B. ASSISTANCE TO WORKFORCE DEVELOPMENT

B1. Ongoing Apprenticeship Program at COEL



The lack of a skilled workforce is one of the major constraints to the progress of Bangladesh's leather products sector. To minimize this constraint, PRICE in collaboration with the Center for Excellence in Leather (COEL), started a year-long apprenticeship program in June 2011, with the primary target to train 1,000 footwear workers in cutting, sewing, and finishing for the footwear industry.

This quarter, this program was very close to reaching its primary target. To date, 1,000 workers have enrolled in the program through 13 different batches. Among them 562 (149 male and 413 female) fresh trainees successfully

completed the program and 407 (105 male and 302 female) of them have already been placed with full-time jobs in various leather footwear factories as semi-skilled operators.

B2. Training Program for Enhancing Technical and Managerial Skills

This reporting period, PRICE facilitated a day-long workshop and training session on 'Strengthening Technological and Managerial Capacity' for mid-level management/floor supervisors at the COEL center. The session was arranged for the 43 supervisors who have successfully completed the six-month long supervisor training program from COEL.

The objective of this initiative was to build the capacity of these new supervisors through helping them understand the day-to-day challenges that are typically faced by midlevel managers, and practice troubleshooting. The areas covered under this initiative included teambuilding, staff management/motivation, dispute handling, inventory management, Goods In Process (GIP) management, and basics of last and adhesive applications. The 43 trainees who have successfully completed their training are now working as full-time professionals in 34 different footwear companies.

PRICE brought two industry experts to conduct these sessions. PRICE, International Labor Organization, and the Swiss Agency for Development and Cooperation are supporting COEL to be established as a one point service provider for the sector.

B3. PICARD and PRICE Cooperation to Meet Buyers' Increasing Demand for Products

PRICE partner, PICARD Bangladesh Limited has remarkable prospects to increase their production, but the lack of a skilled workforce, hinders their growth. To address this limitation, a tripartite agreement was signed between Leather Goods and Footwear Manufacturers and Exporters Association of Bangladesh (LFMEAB), PICARD Bangladesh Ltd., and PRICE on October 31, 2010.

B. ASSISTANCE TO WORKFORCE DEVELOPMENT

Initially, the agreement was valid for one year, but had been extended for another year as PICARD was planning on increasing its existing capacity by 300 percent by 2014 to meet export demand. PICARD is establishing its new 200 square-foot factory of where they will need 300 more skilled workers. As a result, PICARD and PRICE extended the program.

To date, 900 new unskilled workers enrolled in the training program, organized in 20 batches (each batch, comprised of 40-50 trainees, is enrolled in a two-month theoretical and on-the-job training). Of the trainees, 800 have completed the training in cutting, sewing, and assembling. Among them, 600 workers are employed by PICARD and the rest are reportedly employed in other leather goods companies, such as Bridge Bangladesh Japan Leather Products Ltd., Crescent Leather Products, Fortuna Leather Products, etc. Women represented 65 percent of the trainees and 75 percent were young adults, ages 16-25.

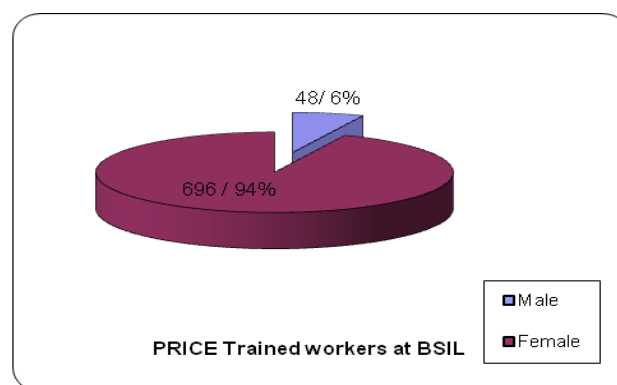
This reporting period 120 (56 male, 64 female) trainees completed their training and are now employed by PICARD.

B4. Skill Development Interventions at Bengal Changes Livelihoods of Women at Raipur

PRICE, in collaboration with LFMEAB and Bengal Shoe Industry Limited (BSIL), has been facilitating workforce development training programs at BSIL premises in Laxmipur since December 2010. To date, PRICE facilitated trainings for 744 workers, of whom 696 are women.

The main focus of this intervention is to develop new, unemployed people as skilled factory operators. This initiative is now developing a skilled workforce and creating job opportunities for unemployed local women. The additional income for their families is helping them contribute to household expenses and provide better nutrition and education for their children.

During this quarter, 161 trainees (100 percent female) successfully completed the training and joined BSIL's export production line.



B5. PRICE-LFMEAB-FB Footwear Workforce Development Program Progress

A tripartite agreement was signed between PRICE, LFMEAB and Filanto Bangladesh Footwear, Ltd. (FB Footwear) in July 2010. Through this agreement, 1,000 new workers received skill development training.

Given the program's impact and subsequent interest from LFMEAB and FB Footwear, PRICE extended the tripartite agreement for 10 months for skill development trainings, which covered 1,000 new workers. The second phase of training, which started in December 2011, followed the same module. The program primarily focuses on industry safety, discipline, and basics of shoe engineering; cutting direction, pairing, and machine pressure for the cutting department workers;

C. OTHER

skiving, splitting, folding, edge finishing, thread, needle, and machine adjustment for sewing workers; and toe and heel lasting, machine adjustment, and finishing chemicals for lasting workers.

During this quarter, 506 (197 male, 309 female) trainees completed the course and 475 (170 male and 305 female) joined FB Footwear as employees.

C1. Success of the LTSE Group

LTSE is a group of seventeen graduates from the Bangladesh College of Leather Technology that has been receiving support from PRICE in developing market linkages, enhancing the efficiency of their production processes, accessing bank finance, developing/strengthening workforce skills, increasing management capacity, and creating/promoting their brand.

PRICE also linked this group with other donor agencies like International Trade Center (ITC), Geneva. From the LTSE group, five SMEs attended the “lead auditor training for ISO 9001:2008” in India with the assistance of ITC-Geneva and PRICE, which helped them assess gaps in their respective enterprises in terms of quality management system requirements. After successfully completing the training, ITC placed an export order with these five potential SMEs for various leather goods.

During this quarter, these five LTSE members successfully exported the goods to ITC worth \$20,000.

D. QUANTATIVE RESULTS

The leather sector partners increased sales by \$9.5M, of which 99.8 percent was derived from exports. Similar to last quarter, Apex Adelchi Footwear Ltd. and FB Footwear Ltd. performed well in terms of increasing their sales, as they each contributed more than \$2 M to total increased sales. PICARD and Bangla Shoes Industries helped increase sales by more than \$1 M each. In addition to sales, FB Footwear Ltd., PICARD Bangladesh Ltd., Bengal Shoes Industries, and Center of Excellence for Leather (COEL) generated 475, 120, 161, and 104 new jobs, respectively. These partners together helped create a total of 860 new jobs, of which more than 70 percent were obtained by women. The Center of Excellence for Leather (COEL) generated \$150,000 in investment.

Achievements in Leather Products during April-June'12

<i>Sales increased (USD)</i>	9.5 M
<i>New jobs created</i>	860
<i>Investment increased (USD)</i>	150,000
<i>Firms trained in technology</i>	52
<i>Firms trained in management</i>	34
<i>Persons trained in workforce development</i>	1,015

Table: Partner-wise Results in Leather Products

Region	Partner	Sales Increased (USD)			No. of Total Jobs Created			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
Dhaka	LFMEAB - Apex Adelchi Footwear Ltd.	-	2,272,500	2,272,500	0	0	0	0
	LFMEAB - Bay Footwear Ltd.	-	506,250	506,250	-	-	-	-
	LFMEAB - Jennys Shoes Ltd.	-	236,250	236,250	-	-	-	-
	LFMEAB - Landmark Footwear Ltd.	-	843,750	843,750	-	-	-	-
	LFMEAB - Apex Leather Craft Fashion and Accessories	-	306,000	306,000	-	-	-	-
	LFMEAB - PICARD	-	1,058,625	1,058,625	56	64	120	-
	LFMEAB - Bengal Shoe Industries	-	1,065,000	1,065,000	-	161	161	-
	LFMEAB - FB Footwear Ltd	-	2,356,875	2,356,875	170	305	475	-

Region	Partner	Sales Increased (USD)			No. of Total Jobs Created			Investment Increased (USD)
		Domestic	Export	Total	Male	Female	Total	
	Leather Technologist SME Entrepreneur (LTSE)	14,451	-	14,451	-	-	-	-
	Center of Excellence for Leather (COEL)	-	860,250	860,250	26	78	104	150,000
Total Leather Products		14,451	9,505,500	9,519,951	252	608	860	150,000

Source of data: Partner interviews

SECTION IV

TRAINING ACTIVITIES

TRAINING ACTIVITIES

PRICE facilitates trainings on improved technology, compliance across supply chain and enterprise management, workforce and technical literacy development, and industry accreditation to ensure beneficiaries are using best practices.

During the reporting period, PRICE facilitated a total of 561 training activities for 12,051 participants, including 8,032 male and 4,019 female (around 34 percent).

The types and numbers of trainings facilitated in three sectors during April-June, 2012 are detailed below:

Table: Types and numbers of trainings facilitated by PRICE during April-June 2012

Type of Training	Number of Trainings
Workforce Development	29
Productivity / Improved Technologies	253
Management	240
Labor Compliance	11
Awareness Building Programs	28
Total	561

The outcomes by PRICE components are outlined below:

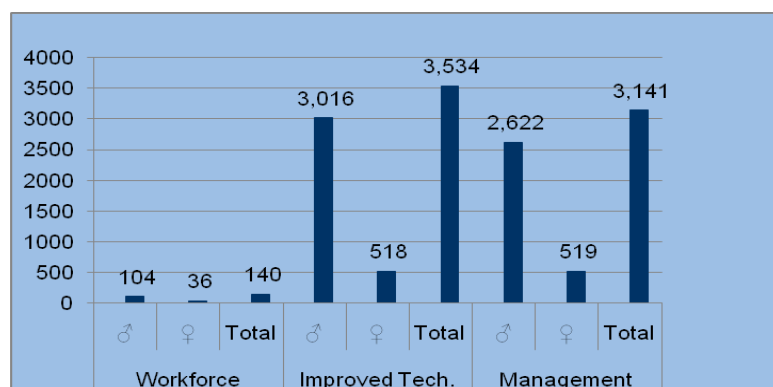
A. Horticulture

During the reporting period, PRICE facilitated five workforce, 118 improved technology, and 105 management trainings in the horticulture sector. Across all 228 training sessions, 3,675 participants (3,120 men and 555 women) attended.

Trainings were held on the following topics:

- Modern Farming on Potato Cultivation
- Contract Farmers' Training on Commercially Safe Vegetable Production and Marketing
- Farmers' Training on Improved Technology on Eggplant Cultivation through Contact Farming
- Farmers Training on Improved Mango Orchard Management
- Contract Farming System

Figure 1 Horticulture sector training and intervention category



TRAINING ACTIVITIES

Table 1 Horticulture sector partners receiving training from PRICE

Region	Partner Name
Bogra	Cross Cutting
	Grameen Krishak Sohayak Sangstha Enterprise (GKSSE)
	Mango
	Kansat Mango Farmer Multipurpose Co-operative Society Limited
	Potato
	Rural Development Academy (RDA)
Jessore / Khulna	Mango
	Adorsho Foundation
	Chesta Agro Enterprise
	Mango, Vegetable, Eggplant
	Jagoroni Agro
	Eggplant
	Polly Prokrity-Onion
	Society Development Community (SDC)
	Cross Cutting
	EFADF Agro Business
Dhaka	Renaissance
	Seeds
	Lalteer Seed Limited

B. Aquaculture

B1.Fish Activities

During April-June 2012, PRICE facilitated with 19 partners to organize four workforce and skill development, 124 improved technology, 124 management, and two labor compliance trainings and 22 awareness programs.

Among the 6,400 participants in the 276 training events, 3,822 participants were men and 2,578 (41 percent) were women.

Trainings were held on the following topics:

- Improved Method of Fish Farming
- Fish Farming Management and Improved Procurement
- Workforce, Value Add, and Food Safety

Figure 2.1 Fish subsector training and intervention category

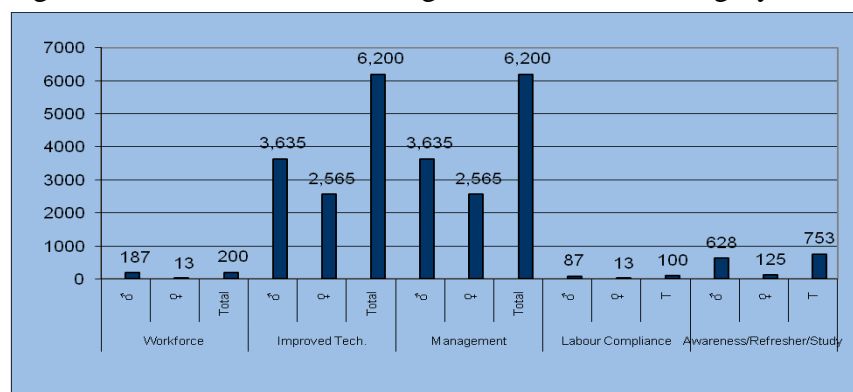


Table 2.1 Fish subsector partners received training during April-June, 2012

Region	Partner Name
Dhaka	SMS Feed
Mymensingh	Digherkanda Matsopona Bebohashi-Kallan Bohumukhi Somabaya Somity (DMBBS)
	Bmunji Beel Motsojibi Somity (BBMS)
	Phulpur Fish and Prawn Farmers Association (PFPFA)
	Unnayn Sangha
Bogra / Rajshahi	Agriculture Advisory Society (AAS)
	Kahaloo Matshya Chashi Samoby Samity
	Murail Matsya Chashi Samoby Samity
	Pachpir Bazar Matsya Chashi Samoby Samity-2
	Fishtech (BD) Limited
	Society For Sustainable Development For the Rural and Urban Area (SSURDA)
	Talora Ancholik Matsya Chashi Samoby Samity
Barisal	Center for Integrated Social Development (CISD)
	Rakhaing Development Foundation (RDF)
Comilla	Janaseba Kendra (JSK)
	Society For Social Services (SSS)
Cox's Bazar	Nizarertek Fish-dryers Multipurpose Cooperative Somity
Jessore / Khulna	Chittra Unnyan Kendra (CDC)
	Deesha Samaj Kolyan Sangstha
	Din Bijoy Enterprise
	Goldhamary Motshojibi Samabay Somity
	Modina Matshya Prokolpo
	Mondal Fish
	Razu Enterprise
	Satata Fish
	Satkhira Feed Industries Ltd
	Trinomooll Krishi Unnayan Shomoby Shamitee Ltd. (TKUSS)
	Mulia Matsyajibi Samity (MMS)
	Vairob/Global Fish Agency-(Fish)-2
	Batche Shekha (BS)
	MOFA Fish Processing PVT. Ltd.

TRAINING ACTIVITIES

B2. Shrimp Activities

In the shrimp subsector, PRICE facilitated 42 training events, including nine workforce development, nine improved technology, nine management, and nine compliance trainings and six awareness programs. Among the 900 participants, 700 were men and 200 (around 23 percent) were women.

Trainings were held on the following topics:

- Workforce, Value Add, and Food Safety
- Improved Method of Shrimp Farming
- Procurement, Documentation, and Management of Shrimp Farming

Figure 2 Shrimp subsector training and intervention category

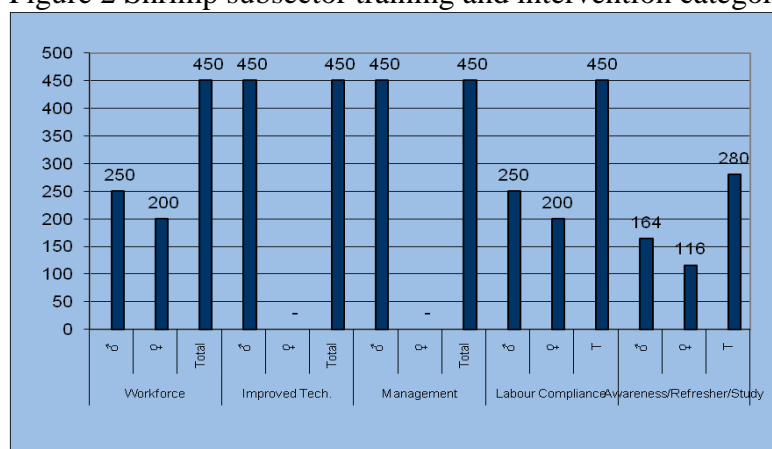


Table 2 Shrimp subsector partners receiving training from PRICE

Region	Partner Name
Jessore / Khulna	Jalalabad Frozen Foods Ltd.
	Organic Shrimps Export Ltd.
	Jahanabad Sea Foods Ltd.
Cox's Bazar	Islamia Fishing Limited
	Yunus Fishing Limited

C. Leather Products

In the leather products sector, PRICE jointly organized 15 training events, including 11 workforce development, two improved technology, and two management trainings. Of the total 1,067 participants, 382 were men and 685 (64 percent) were women.

Trainings were held on the following topics:

- Leather Sewing, Cutting, and Lasting
- Improved Technology on Product Development
- Improved Management on Product Development

Figure3. Leather products sector training and intervention category

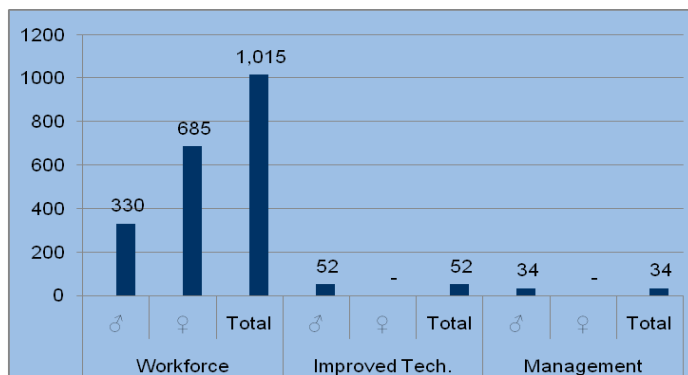


Table 3 Leather products sector partners receiving training from PRICE

Region	Partner Name
Dhaka	COEL
	Aarong
	FB Footwear Ltd
	PICARD Bangladesh Ltd
Noakhali	Bengal Shoe Industries

Conclusions on the PRICE Training Program this Quarter

This quarter, PRICE’s training and equity manager introduced a standard “training post-evaluation form” for all three sectors to obtain direct feedback from participants on training events.

A review of findings showed that 75 - 85 percent of trainees were satisfied with the training course, although there is room for improvement. Also, consultants and PRICE partners have recommended making training programs more lively and enjoyable, which PRICE will address when updating training programs. Additionally, effective follow up mechanisms will be established for all courses. The issue of institutionalization still needs to be addressed with partners.

SECTION V

PRICE PERFORMANCE

PRICE PERFORMANCE

The third quarter of FY 2012 included remarkable results. PRICE's partners increased their sales by \$27 M and generated investments of \$1.2 M across the three sectors. The economic activities of these partners generated 8,314 jobs, of which 847 were secured by women.

PRICE Overall Performance April - June 2012

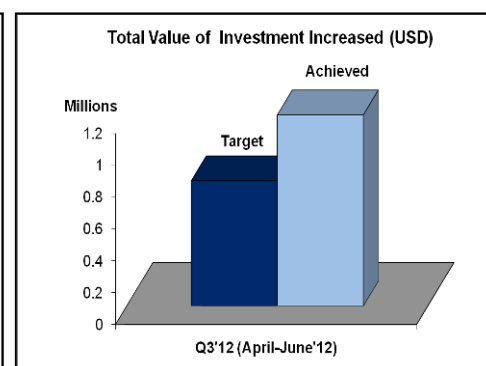
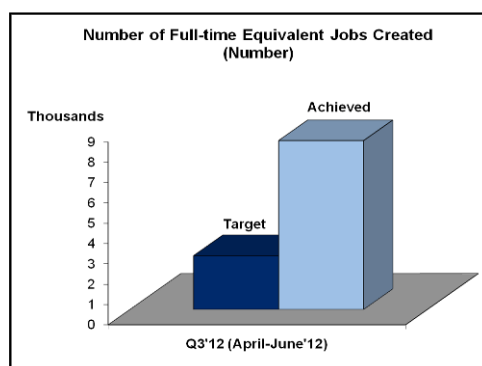
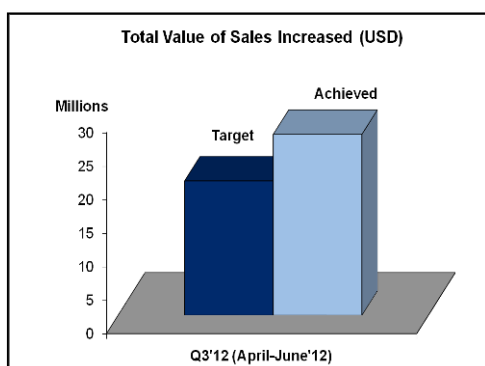
INDICATOR	ACHIEVED
<i>Sales increased (USD)</i>	27 M
<i>New jobs created</i>	8,314
<i>Investment increased (USD)</i>	1.2 M
<i>Farmers/SMEs trained in technology</i>	10,900
<i>Farmers/SMEs trained in management</i>	9,825
<i>Persons trained for workforce development</i>	1,805

PMP Updated in June 2012 to meet FTF Requirements

Following commencement of PRICE interventions within the FtF framework, which targets 20 districts in the south and southwest of Bangladesh, PRICE M&E reporting has been revised to adhere to the FtF guidelines, specifically:

- 1) PRICE activities within the FtF 20 target districts will reach a level of effort of 75 percent, not exceeding 80 percent;
- 2) PRICE activities outside the FtF 20 target districts will be revised to a level of effort, not exceeding 20 to 25 percent; and,
- 3) PRICE project achievement reporting will combine findings from 1 and 2.

USAID and PRICE held several meetings to discuss the definitions of FtF indicators, evaluating which of those match PRICE's existing indicators, which indicators PRICE should continue to report on, etc. It was agreed that PRICE should select the set of FtF indicators for reporting which are possible to report on without incurring any additional expenses. In addition, PRICE may continue to report on other standard indicators as well as its custom indicators. The PMP will be updated to include the list of all these indicators: FtF or standard, PRICE contractual obligated indicators, and other custom indicators. The previous set of seven PRICE indicators will be replaced by this new set. Targets will be set for the rest of the period for these indicators in the PMP. After the last meeting in June 2012, eleven indicators under the two categories were approved for reporting. Accordingly, the PRICE PMP has been updated, reviewed, and approved by USAID in July 2012.



ANNEXES

PRICE Performance: Q3'12 (Apr-Jun'12) and Accumulated: Custom Indicators

Type	Indicator & Disaggregation	Unit	LoP Target - Contractual	LoP Target – Projected in Oct '11	Apr-Jun'12 Performance			Accumulated Achievement till Jun'12		
					Projection	Achievement	% of Achievement	Cumulative planned	Cumulative achieved	% of Achievement of LoP Projection
Custom	Total Value of Sales Increased	USD	200,000,000	276,858,786	20,056,086	27,010,296	135%	173,292,744	276,028,496	100%
	Domestic		116,994,617	174,953,332	10,495,304	16,830,003	160%	85,034,672	190,519,943	109%
	Export		316,994,617	101,905,453	9,560,782	10,180,293	106%	88,258,072	85,508,553	84%
	Aquaculture		105,000,000	170,687,361	7,500,000	11,159,413	149%	89,625,000	176,937,997	104%
	Horticulture		40,000,000	39,333,935	4,550,000	6,330,931	139%	30,800,000	43,141,746	110%
	Leather/Leather products		55,000,000	66,837,490	8,006,086	9,519,951	119%	52,867,744	55,948,753	84%
Custom	Number of Full-time equivalent Jobs Created	Number	40,000	49,672	2,650	8,314	314%	38,430	54,379	109%
	Aquaculture		26,000	32,057	2,000	6,243	312%	24,450	37,751	118%
	Horticulture		10,500	12,670	350	1,211	346%	10,250	10,776	85%
	Leather/Leather products		3,500	4,946	300	860	287%	3,730	5,853	118%
	Male		34,383	39,314	2,252	7,467	332%	30,338	43,927	112%
	Female		5,617	10,358	398	847	213%	8,093	10,354	100%
Custom	Total Value of Investment	USD	4,000,000	10,468,591	785,988	1,243,124	158%	5,416,396	10,301,692	98%
	Aquaculture		2,100,000	8,461,763	700,000	1,062,895	152%	3,400,000	8,478,210	100%
	Horticulture		1,000,000	1,050,621	85,988	30,229	35%	936,396	887,154	84%
	Leather/Leather products		900,000	956,208	0	150,000		1,080,000	936,328	98%
Custom	Number of persons participated in WF-dev prog	Number		18,445	1,451	1,805	124%	18,171	17,556	95%
	Aquaculture			5,540	101	650	644%	4,078	6,619	119%
	Horticulture			2,666	250	140	56%	3,380	2,496	94%
	Leather/Leather products			10,239	1,100	1,015	92%	10,714	8,441	82%
	Male			7,953	798	871	109%	11,229	6,850	86%
	Female			10,493	653	934	143%	6,942	10,707	102%

Type	Indicator & Disaggregation	Unit	LoP Target - Contractual	LoP Target – Projected in Oct ‘11	Apr-Jun’12 Performance			Accumulated Achievement till Jun’12		
					Projection	Achievement	% of Achievement	Cumulative planned	Cumulative achieved	% of Achievement of LoP Projection
Custom	Number of Firms and farmers receiving USG assistance to access formal loan or micro-credit	Number		7,734	250	243	97%	3,558	7,173	93%
	Aquaculture			3,982	250	238	95%	2,753	3,408	86%
	Horticulture			3,737	0	0		783	3,737	100%
	Leather/Leather products			15	0	5		21	28	187%
	Male			4,996	125	100	80%	1,879	4,664	93%
	Female			2,738	125	143	114%	1,679	2,509	92%
Custom	Total value of sales increased of USG assisted businesses	USD				4,322,529				
	Aquaculture					1,381,611				
	Fish					1,122,051				
	Shrimp					259,560				
	Horticulture					2,940,918				
	Potato and vegetables					2,635,348				
	Cross-cutting horticulture					305,570				

PRICE Performance: Q3'12 (Apr-Jun'12) and Accumulated: Standard Indicators

FTF Ref.	Indicator & Disaggregation	Unit	Achievement Apr-Jun '12	Achievement Oct'11- Jun'12
4.5.2 -23	Value of incremental sales (collected at farm-level) attributed to FTF implementation	USD	13,167,816	50,935,043
	Aquaculture		9,777,802	35,757,186
	_Fish		9,777,802	35,757,186
	_Shrimp		0	0
	Horticulture		3,390,013	15,177,856
	_Potato and vegetables		1,946,629	12,791,666
	_Cross-cutting horticulture		1,443,384	2,386,191
4.5.2-38	Value of new private sector investment in the agriculture sector or food chain leveraged by FTF implementation	USD	1,093,124	3,734,496
	Aquaculture		1,062,895	3,516,643
	Horticulture		30,229	217,852
4.5.2-7	Number of individuals who have received USG supported short-term agricultural sector productivity or food security training	Number	8,782	42,899
	Producers		8,782	42,899
	Male		6,183	31,670
	Female		2,599	11,229
	People in government		0	0
	Male		0	0
	Female		0	0
	People in private sector firms		0	0
	Male			0
	Female			0
	People in civil society		0	0
	Male			0

FTF Ref.	Indicator & Disaggregation	Unit	Achievement Apr-Jun '12	Achievement Oct'11- Jun'12
	Female			0
4.5.2-5	Number of farmers and others who have applied new technologies or management practices as a result of USG assistance	Number	13,109	13,109
	New		6,059	13,109
	Male		4,289	9,813
	Female		1,770	3,296
	Continuing		7,050	0
	Male		5,524	0
	Female		1,526	0
4.5.2 - 2	Number of hectares under improved technologies or management practices as a result of USG assistance	Number	4,317	4,317
	Aquaculture		3,023	3,023
	New		1,306	3,023
	Male		967	2,399
	Female		340	624
	Continuing		1,717	0
	Male		1,432	0
	Female		284	0
	Horticulture		1,294	1,294
	New		749	1,294
	Male		695	1,205
	Female		54	88
	Continuing		545	0
	Male		511	0
	Female		34	0



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PRICE
POVERTY REDUCTION BY INCREASING
THE COMPETITIVENESS OF ENTERPRISES

Creating Opportunities for Rural Women

PRICE's leather products intervention with BSIL generates new jobs for thousands of rural women in Noakhali, Bangladesh



Photo: PRICE / Bushra Rahman

"My husband is still recovering and is unable to work, but now I have a stable income. The training gave me the confidence and skills I needed to obtain a job. I can now support my family, especially my children."

-Moni Begum

Moni Begum, a mother of two, from the Gopinathpur village in Laxmipur, Noakhali in Bangladesh, became the sole breadwinner for her family of four after her husband was diagnosed with tuberculosis in 2008. With no prior work experience, Moni resorted to poultry farming and domestic work, which only brought \$10 in income each month. With her meager salary, her family was only able to eat once a day. Unable to support her two children, Moni was compelled to move her daughter to her mother's house to live with her permanently.

Despite her tireless efforts, Moni was unable to improve her financial condition. However, in 2010, her life took a turn when she learned about PRICE-facilitated Bengal Shoe Industries Limited's (BSIL) new skill development training program, i.e. "Leather Sewing, Cutting, and Lasting Training." She applied and was selected. She started the training in December 2010 to work towards a stronger income.

Along with 157 other trainees, Moni developed skills in leather cutting, sewing, and lasting and also learned about compliance and organizational structure, all of which prepared her to succeed in a professional work environment. Moreover, Moni received \$20 as a stipend per month. After completing the three-month training, she secured a full time job in BSIL's factory, receiving a salary of \$40 per month. "My husband is still recovering and is unable to work, but now I have a stable income. The training gave me the confidence and skills I needed to obtain a job. I can now support my family, especially my children."

To address the shortage of skilled workers in the leather sector, PRICE has been working with eight lead firms and five small and medium enterprises in the footwear and leather goods subsectors to provide two-month on-the-job trainings in cutting, prefabricating, assembling, and finishing. Aside from skill development, the trainings also cover professional conduct, labor laws, and office rules and regulations. Furthermore, these trainings create job opportunities, particularly for women of lower socio-economic status, as they are immediately placed in jobs within the company after completing the training.

As of June 2012, more than 8,000 workers have been trained for skilled workforce development in the leather sector. BSIL specifically trained 860 workers, of whom 785 were women, and created 860 new jobs in the industry. Since BSIL is located in Laxmipur, a remote rural area, this intervention is creating great job opportunities for local unemployed young adults, particularly for women.

As a result of Moni's improved financial status, her daughter moved back home and Moni's family can eat three times a day. Moni not only sends her children to school, but also pays for private tuitions to improve their academic performance. With her stable income and job prospects, Moni looks forward to a brighter future for her and her family.



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PRICE
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THE COMPETITIVENESS OF ENTERPRISES

CASE STUDY

Creating Market Linkages for Expansion

PRICE is assisting GKSSE to promote organic fertilizer in Bangladesh



Photo: BUSHRA RAHMAN / PRICE

Female workers working at GKSSE's vermi compost manufacturing plant.

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CHALLENGE Grameen Krishok Sohayak Sangstha Enterprise (GKSSE), a compost making company located in Bogra, Bangladesh started producing organic fertilizer in 2007 (as an NGO, Grameen Krishok Sohayak Sangstha (GKSS) with an initial investment of \$488. Since compost is not a popular type of fertilizer in Bangladesh, and most farmers are unaware of its effectiveness, GKSS trained 20 farmers to correctly apply compost in the field and distributed 150 metric tons (MT) of compost fertilizer among the beneficiary farmers. In 2009, GKSS became GKSSE and started commercial production. However, GKSSE found it difficult to reach its target customers and was only able to sell 18 MT of the fertilizer. To overcome this, GKSS approached the Poverty Reduction by Increasing the Competitiveness of Enterprises (PRICE) project to help in establishing market linkages.

INITIATIVE In 2009, PRICE started working with GKSSE. With the help of PRICE, GKSSE received technical assistance to improve the production quality and obtained government approval for commercial production and distribution. During 2009-2010, PRICE helped establish agreements with 175 dealers in Bogra, Gaibandha, and Jaipurhat to arrange trainings for farmers and dealers to establish 25 demonstration plots designed to showcase the positive results that compost fertilizer can produce. Through these initiatives, the enterprise was able to train more than 3,500 farmers.

RESULTS As a result of these recently established networks, the market demand started to grow. From November 2009 - January 2010, GKSSE sold 90 MT of fertilizer. With a positive economic outlook, GKSSE took a loan of \$85,366. They invested \$74,570 in production, bought one acre of land, and re-established the production plant to produce more fertilizer to meet the market demand. In 2011, the enterprise progressed significantly by producing and selling 480 MT of high quality vermin compost and 420 MT of tricot compost fertilizers and earned \$44,194 in profit. With these profits they have been able to repay almost 50 percent of their loan and make investments to improve their business. They have purchased a vehicle for transportation, new refining machines, improved their product packaging, and recruited 55 new employees to prepare for their expected growth.



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CASE STUDY

Assistance for Improved Production

PRICE is helping NFMC produce hygienic and high quality dry fish for better market prices



Photo: BUSHRA RAHMAN / PRICE

NFMC workers working in the dry fish yard located at Cox's Bazar, Bangladesh

CHALLENGE Nazirertek Fish Dryers Multipurpose Cooperative (NFMC) in Cox's Bazar, Bangladesh, has nearly 700 registered member fish yard owners, many of whom are from local areas and have extensive experience running their businesses. Until 2010, these fish yard owners produced dry fish using traditional methods that lacked proper processes for preservation and hygiene, resulting in high post-production losses up to 15 percent. Furthermore, the quality of dry fish never met market demand. Additionally, as these fish yard owners did not qualify to receive financial credit from banks, they resorted to taking loans from wholesalers, where they would pay off loans through product buy-backs on prices fixed by wholesalers. This loan practice resulted in very low profit margins for fish yard owners.

INITIATIVE In 2010, Poverty Reduction by Increasing the Competitiveness of Enterprises (PRICE) supported the co-operative through facilitating trainings on hygienic dry fish production and marketing to 3,500 workers and on improved technology and management to 700 yard owners. The trainings covered methods for preparing raw fish for drying, cleaning fish with clean water, applying salt for better preservation, and proper drying. Participants also learned about personal hygiene and preparing a finished product for marketing.

In 2011, since obtaining access to financial credit from banks was a major challenge, PRICE helped these yard owners obtain access to financial services from local banks to expand their businesses.

RESULTS The trained workers guided their co-workers in proper processes for dry fish production. As a result, the overall dry fish quality has improved significantly and their post-production losses were cut by approximately 13 percent. Additionally, better marketing preparation has helped owners to fetch better market prices. Each yard owner now earns an average net profit of \$1,830, increasing their earnings by 500 percent.

PRICE's initiatives also helped the cooperative's members develop basic management skills, which has strengthened the cooperative itself. They are now taking new initiatives for members, such as providing small loans for the members who cannot access bank loans and establishing a women's cooperative.

POVERTY REDUCTION BY INCREASING THE COMPETITIVENESS OF ENTERPRISES (PRICE)

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